

Quarterly Issues Report

KWFM-AM 1330

October 1, 2017
through
December 31, 2017

KWFM-AM 1330 Quarterly Issues Report October 1, 2017 through December 31, 2017

This is the **Quarterly Issues Report** for KWFM-AM 1330 - Tucson, AZ. for the Fourth quarter of 2017. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between October 1, 2017 through December 31, 2017.

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

Women's Interests & Parenting

Minority & Gender Discrimination

Substance Abuse

Homelessness & Poverty

KWFM station research and community interaction has determined that the listenership consists mostly of women. Although 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 Fourth quarter of 2017: October 1, 2017 through December 31, 2017.

Goodwill Donations Help Your Community - GoodWillSouthernAZ.org

High Blood Pressure - American Heart Association - Heart.org/BloodPressure

Women's Heart Disease - GoRedForWomen.org

Texting & Driving Prevention - StopTextsStopWrecks.org

Diversity & Inclusion - LoveHasNoLabels.com

Emergency Preparedness - Ready.gov

Sexual Assault Prevention - ItsOnUs.org

Stroke Awareness - StrokeAssociation.org (American Heart Association)

Bullying Prevention - IWitnessBullying.org

Domestic Violence Prevention - Futures Without Violence (AdCouncil)

Caregiver Assistance - AARP.org/caregiving

Shelter Pet Adoption - TheShelterPetProject.org

Underage Drinking & Driving Prevention - UltimatePartyFoul.org

KWFM-AM continues to 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, OCTOBER-DECEMBER, 2017

Show # 2017-40

Date aired: 10/7/17 Time Aired: 07:00

Roby Greenwald, PhD, Assistant Professor from the School of Public Health, Georgia State University

Traffic pollution research has traditionally been conducted with outdoor roadside sensors. Dr. Greenwald led a study with sensors mounted inside the passenger compartments of cars, and found that interior pollution levels were twice as high as previously thought. He talked about the various forms of pollution he found and their potential health effects.

Issues covered:

Length: 8:54

**Pollution
Personal Health**

Rebekah H. Nagler, PhD, Assistant Professor in the Hubbard School of Journalism & Mass Communication, University of Minnesota

Dr. Nagler led a study that found that most American women aren't aware of the risks of over diagnosis and overtreatment in regards to breast cancer screening. She discussed the challenges of educating women about these risks so they can make informed decisions about mammograms and breast cancer screening.

Issues covered:

Length: 8:18

**Cancer
Women's Issues**

Meghan Busse, PhD, Associate Professor of Management and Strategy at the Kellogg School of Management at Northwestern University

Dr. Busse was the co-author of a study that found women frequently are quoted higher prices for car repairs than men. The research also found that consumers (of any gender) who do their homework about the cost of repairs usually pay less. She offered advice on how to avoid being ripped off

Issues covered:

Length: 4:50

**Consumer Matters
Gender Discrimination
Women's Issues**

Show # 2017-41

Date aired: 10/14/17 Time Aired: 07:00

Suzanne Bouffard, PhD, expert in child development and education, author of "*The Most Important Year: Pre-Kindergarten and the Future of Our Children*"

Dr. Bouffard discussed the critical importance of pre-school programs. She noted that children who attend quality pre-K programs have a host of positive outcomes including better language, literacy, problem-solving and math skills later in school. She said also they have a leg up on the most essential skill: self-control. She offered advice for parents on how to choose a quality pre-school.

Issues covered:

Length: 8:41

Education
Parenting

Robert Stern, Ph.D., Professor of Neurology, Neurosurgery, and Anatomy and Neurobiology at Boston University School of Medicine, Director of the Clinical Core of the Boston University Alzheimer's Disease Center, Director of Clinical Research for the Boston University Chronic Traumatic Encephalopathy (CTE) Center

Dr. Stern led a study that found that athletes who began playing tackle football before the age of 12 had more behavioral and cognitive problems later in life than those who started playing after they turned 12. He outlined the symptoms of CTE, and discussed the factors that parents should consider before allowing their child to participate in contact sports.

Issues covered:

Length: 8:32

Youth at Risk
Personal Health
Parenting

Julia Leonard, graduate student in Brain and Cognitive Sciences at the Massachusetts Institute of Technology

Ms. Leonard was the first author of a study that found that when 1 year olds observe an adult persisting at a challenging task, they themselves try harder when faced with a problem. She explained why developing perseverance in early childhood pays off later in school and other pursuits.

Issues covered:

Length: 5:02

Child Development
Parenting

Show # 2017-42

Date aired: 10/21/17 Time Aired: 07:00

Michael Schmidt, Vice Chair of Cozen O'Connor's Labor & Employment Department in New York, publisher and editor of a blog devoted to the interplay between social media and employment law

Social media blunders can cost people their jobs. Mr. Schmidt talked about 1st Amendment rights in the workplace. He explained how to decide if a social media posting may be permissible. He said it's important for employers to formulate clear rules and policies regarding social media, to protect the interests of the company while not infringing on the rights of the employee.

Issues covered:

Length: 7:39

1st Amendment
Employment

Daniel Leffler, MD, Director of Clinical Research at the Celiac Center at Beth Israel Deaconess Medical Center in Boston

Gluten-free diets are popular today, but how many people should be concerned? Dr. Leffler discussed gluten sensitivity and its close cousin, Celiac disease. He said there is no benefit if a healthy person avoids gluten and, in fact, gluten free-diets may cause nutritional deficiencies. He outlined the symptoms of gluten sensitivity and explained how it can be diagnosed and treated.

Issues covered:
Personal Health

Length: 9:20

Eric Finkelstein, PhD, health economist, co-author of "*The Fattening of America*"

Over two-thirds of Americans are overweight or obese. Dr. Finkelstein believes that America's growing waistline is a by-product of our long-term economic and technological success. He said that business and policy makers need to devise strategies to make it cheaper and easier to be thin.

Issues covered:
Personal Health
Government Policies

Length: 5:00

Show # 2017-43

Date aired: 10/28/17 **Time Aired:** 07:00

Elliott Haut, MD, FACS, Associate Professor of Surgery and Anesthesiology & Critical Care Medicine, Johns Hopkins University School of Medicine

Dr. Haut led a study that found that victims of gunshots or stabbings taken to a trauma center by private vehicle were 62% less likely to die compared to victims transported by an ambulance or EMS vehicle. He talked about the possible reasons behind this finding. He also explained why it is so important for the average person to be taught how to use direct pressure to stop bleeding.

Issues covered:
Emergency Preparedness
First Aid
Personal Health

Length: 9:00

Vicki Bogan, PhD, Associate Professor at the Charles H. Dyson School of Applied Economics and Management at Cornell University, founder and director of the Institute for Behavioral and Household Finance

Mental health problems can have a large negative effect on retirement savings, according to Dr. Bogan's research. She discussed her study, which found that people with anxiety and depression are nearly 25 percent less likely to have a retirement savings account, and their savings are dramatically smaller than those without psychological distress.

Issues covered:
Mental Health
Retirement Planning

Length: 8:08

May McCarthy, serial entrepreneur, author of *"The Path to Wealth: Seven Spiritual Steps to Financial Abundance"*

Ms. McCarthy talked about the biggest surprises encountered by people who start their own business. She described the characteristics of successful entrepreneurs, and why owning a business can be very rewarding.

Issues covered:
Entrepreneurism
Career

Length: 4:51

Show # 2017-44

Date aired: 11/4/17 **Time Aired:** 07:00

Abby Eisenkraft, tax and financial expert, author of *"101 Ways to Stay Off the IRS Radar"*

In all the discussions about the Equifax data breach, here's one danger many Americans probably haven't heard about yet: tax fraud. For years to come, thieves may be able to use data from the breach to file fraudulent tax returns and steal refunds. Ms. Eisenkraft outlined the warning signs and explained what consumers can do to protect themselves.

Issues covered:
Tax Fraud
Identity Theft

Length: 7:58

Gita Johar, PhD, Meyer Feldberg Professor of Business, Columbia Business School

Fake news is common on social media sites. Dr. Johar led a study that found that the comfort of being part of a group on social media seemed to influence people's willingness to verify information. She offered theories on why social media users fact-checked fewer statements when they perceived that others were present. She offered suggestions of how Americans can try to stay informed but still recognize dubious information.

Issues covered:
Media Issues

Length: 9:12

Dr. Christopher M. Smith, PhD Student in Health Sciences, Warwick Medical School, Coventry, England

Automated external defibrillators might be increasingly available for use in the event of a cardiac arrest, but Dr. Smith led a study that found that they aren't being used nearly as much as they should be. He talked about the reasons that bystanders are reluctant to use AEDs and what government officials can do to help.

Issues covered:
First Aid
Emergency Preparedness
Personal Health

Length: 5:05

Show # 2017-45

Date aired: 11/11/17 Time Aired: 07:00

Tim Larkin, self defense expert, author of *"When Violence Is the Answer: Learning How to Do What It Takes When Your Life Is at Stake"*

Mr. Larkin discussed the use of violence in self-defensive situations. He discussed ways to prevent, prepare for, and survive violent encounters with criminals. He said that violence is a tool equally effective in the hands of the "bad guy" or the "good guy" and that that the person who acts first, fastest and with the full force of their body is the one who typically survives a violent incident.

Issues covered:

Length: 9:21

**Personal Defense
Crime**

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:

Length: 7:50

**Racial Bias
Diversity**

Doug Abrams, author of *"The Book of Joy Journal"*

Mr. Abrams discussed a conversation he moderated between Archbishop Desmond Tutu and His Holiness the Dalai Lama, on the topic of joy. He explained how these two men have intentionally found joy in their lives, despite the hardships they have faced and the many atrocities they have witnessed.

Issues covered:

Length: 4:54

Mental Health

Show # 2017-46

Date aired: 11/18/17 Time Aired: 07:00

Scott Galloway, PhD, Professor of Marketing in the Stern School of Business, New York University, author of *"The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google"*

Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Dr. Galloway discussed the concerns in allowing individual companies to have such dominance over American consumers and whether these companies are playing by the rules applied to other businesses.

Issues covered:

Length: 8:56

**Government Regulations
Consumer Matters
Economy**

Katreena Scott, PhD, Associate Professor in the Department of Applied Psychology and Human Development, University of Toronto

Dr. Scott led a study that examined how the workplace is affected by an employee who is involved in domestic violence. She said not only does it result in lowered productivity, but a third of the men reported that they used workplace time and resources to continue to engage in emotionally abusive behavior. She explained how employers can assist employees who have domestic violence issues.

Issues covered:
Domestic Violence
Workplace Matters
Mental Health

Length: 8:17

Lawrence J. Cheskin, M.D., F.A.C.P., Associate Professor of Health, Behavior & Society, Johns Hopkins University School of Medicine

Almost 40 percent of American adults and nearly 20 percent of adolescents are obese. Dr. Cheskin led a study that examined the financial costs of being overweight at various stages of life. He said lost productivity on the job accounted for at least 50% of the expense of being overweight, even more than direct medical expenditures.

Issues covered:
Personal Health
Workplace Matters

Length: 4:53

Show # 2017-47

Date aired: 11/25/17 **Time Aired:** 07:00

Ashley Kendall, PhD, postdoctoral fellow in the University of Illinois at Chicago School of Public Health

Dr. Kendall led a study that examined ways to prevent juvenile delinquents from returning to the criminal justice system. She found that clinically aggressive juvenile offenders on probation, who participated in a two-week intervention program designed to reduce risky behavior, were four times less likely to be incarcerated in the following 12 months. She also discussed the variety of costs incurred by communities as a result of youth crime.

Issues covered:
Youth at Risk
Juvenile Crime

Length: 8:46

Martin Gibala, PhD, Professor and Chair of the Department of Kinesiology, McMaster University in Ontario, author of *"The One-Minute Workout: Science Shows a Way to Get Fit That's Smarter, Faster, Shorter"*

Dr. Gibala discussed the value of high intensity workouts. He led a study that found that bursts of short but very intense exercise appear to be just as beneficial as traditional endurance training. He explained why this type of exercise works, and how it can be a good occasional substitute for a conventional workout.

Issues covered:
Physical Fitness
Personal Health

Length: 8:29

Daniel McGuinn, editor at Harvard Business Review, author of "*Psyched Up: How the Science of Mental Preparation Can Help You Succeed*"

Of the 2,000 hours we work every year, our success or failure is often determined in the couple of dozen crucial hours when we need to bring our absolute best in a meeting or presentation. Mr. McGuinn discussed the importance of mental preparation in the last few minutes before a major challenge, and offered tips on how to channel nervous jitters into useful emotions.

Issues covered:
Career
Mental Health

Length: 4:59

Show # 2017-48

Date aired: 12/2/17 **Time Aired:** 07:00

Jamin Brahmhatt, MD, Urologist, co-director of the Personalized Urology & Robotics Clinic at South Lake Hospital, in affiliation with Orlando Health

Dr. Brahmhatt's organization commissioned a survey that found that far more men can remember their first car than those who can remember when they had their most recent health checkup. He discussed the reasons why an annual checkup is so important and the reasons that men avoid trips to the doctor. He also offered advice to wives who want to encourage their husbands to make health a greater priority.

Issues covered:
Personal Health
Men's Issues

Length: 7:26

Lori LaCivita, PhD, industrial and organizational psychologist

Thanks in part to older workers working past the traditional retirement age, four generations of workers are in the workforce at once for the first time. Dr. LaCivita said each generation prefers different leadership and communication styles, which can trigger challenges in the workplace. She outlined strategies for managers to build strong and effective teams with a diverse pool of employees.

Issues covered:
Workplace Matters
Senior Citizens

Length: 9:47

Ted Labuza, PhD, Ph.D., expert in food safety, Professor in the Department of Food Science and Nutrition at the University of Minnesota

Professor Labuza discussed how to interpret the expiration dates on food labels. Many of the dates don't mean what consumers think they do. He explained how to determine whether a package of food with a past expiration date is safe to eat.

Issues covered:
Food Safety
Consumer Matters

Length: 5:09

Show # 2017-49

Date aired: 12/9/17 Time Aired: 07:00

Sean Covey, author of *"The 6 Most Important Decisions You'll Ever Make: A Guide for Teens: Updated for the Digital Age"*

Mr. Covey outlined what he believes are the six largest challenges faced by today's teens. He said the top challenge is dealing with the pressures of school. He also said parents have a far greater impact on their teens than they realize, much more than friends or others. He also explained why it is important for teens to learn to serve others, and to be willing to accept help from others, as well.

Issues covered:

**Teenage Concerns
Parenting
Education
Volunteerism**

Length: 8:51

Carol Janney, PhD, Assistant Professor of Epidemiology, Michigan State University

Dr. Janney led a study that suggested that it may be wise for mental health providers to add exercise to their patients' treatment plans. In her survey, a large majority of mental health patients said they wanted to exercise more and believed exercise helped improve their moods and anxiety much of the time. She said psychiatrists and other providers may discuss exercise with patients in generalities, but rarely create a comprehensive exercise plan for them or regularly make sure they are adhering to a specific goal.

Issues covered:

**Mental Health
Physical Fitness**

Length: 8:21

Adam Barry, PhD, Assistant Professor of Health Education, University of Florida

Dr. Barry conducted a study that found that two in five designated drivers had been drinking before getting behind the wheel and that 18% had blood-alcohol levels high enough to impair their driving skills. He outlined the potential reasons that designated driver education campaigns have been less than successful.

Issues covered:

Drunk Driving

Length: 4:56

Show # 2017-50

Date aired: 12/16/17 Time Aired: 07:00

Amy Morin, PhD, licensed clinical social worker, college psychology instructor and psychotherapist, author of *"13 Things Mentally Strong Parents Don't Do: Raising Self-Assured Children and Training Their Brains for a Life of Happiness, Meaning, and Success"*

With safe spaces and trigger warnings designed to "protect" kids, many adults worry that today's kids don't have the resilience to reach their greatest potential. Dr. Morin explained why she believes parents must strive to raise mentally strong and resilient children, and offered suggestions on how to do it.

Issues covered:

**Parenting
Mental Health**

Length: 7:31

Marion McGovern, founder and CEO of M Squared Consulting, one of the first gig-economy talent intermediaries, author of *"Thriving in the Gig Economy"*

The world of work has changed dramatically in the past few years, as evidenced by tech companies such as Uber and Airbnb. Ms. McGovern noted that while most media attention is on the low end of the skill and income spectrum, little attention is being paid to the best-in-class professionals who have chosen an independent path. She discussed the biggest misconceptions regarding the gig economy and explained the reasons behind its rapid growth.

Issues covered:

Length: 9:38

**Career
Economy**

Nadia Lopez, founding principal of Mott Hall Bridges Academy in Brooklyn, NY, author of *"The Bridge to Brilliance: How One Woman and One Community Are Inspiring the World"*

As part of a pilot program in New York City, Ms. Lopez started a middle-grade public school in one of America's poorest communities. She talked about the risks and challenges faced by students in a high crime, low income neighborhood, and how she devised programs to address them.

Issues covered:

Length: 4:54

**Education
Poverty
Government Policies**

Show # 2017-51

Date aired: 12/23/17 **Time Aired:** 07:00

Laura Adams, Senior Insurance Analyst at insuranceQuotes

Life isn't fair, and neither are auto insurance rates. Ms. Adams said that while some factors that influence insurance prices are within consumers' control, such as the vehicle they drive and their annual mileage, many others are not. She outlined the little-known factors that can have a big impact on the price of insurance.

Issues covered:

Length: 8:17

Consumer Matters

Miriam Boeri, PhD, Associate Professor of Sociology, Bentley University, author of *"Hurt: Chronicles of the Drug War Generation"*

Dr. Boeri interviewed dozens of Baby Boomers who are hooked on illicit drugs. She explained why she believes the War on Drugs has not only failed, but has exacerbated the problem. She said that in the past, once someone reached the age of 35 or so, they would typically quit using hard drugs, but the Baby Boom generation has done the opposite: drug abuse among older Americans is skyrocketing.

Issues covered:

Length: 8:52

**Substance Abuse
Government Policies
Senior Citizens
Criminal Justice**

John P. Thyfault, PhD, Professor of Nutrition and Exercise Physiology, Director of the Health Activity Center at the University of Missouri

Statins, the most widely prescribed type of cholesterol-lowering drugs, have prevented millions of heart attacks and saved countless lives. But Dr. Thyfault conducted a study that found that statins may also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change. He also talked about how much exercise can be effective for people dealing with high cholesterol.

Issues covered:
Personal Health

Length: 5:13

Show # 2017-52

Date aired: 12/30/17 **Time Aired:** 07:00

Nicholas Tatonetti, PhD, Assistant Professor of Biomedical Informatics, Director of Clinical Informatics at the Herbert Irving Comprehensive Cancer Center at Columbia University

Dr. Tatonetti's research uncovered a surprising correlation between the month a person is born and their risk of developing various health problems, including heart disease, viral infections and ADHD. His study found 55 diseases that correlated with the season of birth. He explained the time of year a person is born dictates many of the environmental factors they are exposed to during birth and early development.

Issues covered:
Personal Health

Length: 6:54

Michael H. Shuman, economist, attorney, author, and entrepreneur, experts on community economics, author of "*The Local Economy Solution*"

Mr. Shuman believes the entire process of local economic development has become ineffective and unaffordable. He said the traditional method of chasing large companies with huge taxpayer subsidies creates very few new jobs. He is a proponent of alternative approaches in which states and cities encourage private ventures that help local businesses launch and grow.

Issues covered:
Economic Development
Employment

Length: 10:12

Bill Bishop, author of "*The Big Sort*"

America may be more diverse than ever, but Mr. Bishop believes that the nation's neighborhoods are becoming too divided—culturally, economically and politically. He said that the places where Americans live are becoming increasingly populated with people who live, think, and vote as they do. He explained what is behind this movement and why it is not a positive development.

Issues covered:
Community
Diversity Issues

Length: 5:03

Show # 2017-53

Date aired: 12/31/17 Time Aired: 09:00

Sheila Markin Nielsen, career counselor with more than 25 years of experience, author of "*Job Quest: How to Become the Insider Who Gets Hired*"

The search for a job can seem intimidating and frustrating for most people. Ms. Markin Nielsen said the most critical component in any successful job search is to establish personal relationships. She outlined strategies to create personal connections and trust with key people. She discussed the usefulness of online tools such as LinkedIn, along with the value of resumes in today's employment environment.

Issues covered:

Length: 10:25

**Employment
Career**

Jennifer Suor, researcher, PhD candidate in clinical psychology at the University of Rochester

Ms. Suor's research found that children from low-income families are at risk of stunted cognitive functioning before they even start kindergarten. Her team found that young children with emotionally distant caregivers and who lived in an unstable home also had high levels of the stress hormone cortisol, which appears to significantly affect their cognitive abilities.

Issues covered:

Length: 6:44

**Education
Parenting**

Andy Cohen, CEO, Caring.com

In the past year, approximately 14 million drivers have been in a road incident caused by an elderly driver, according to a survey by Mr. Cohen's organization. He discussed how other motorists view the safety and competence of senior drivers. He also explained how to determine whether an older loved one is no longer fit to drive, and how to approach the topic with them.

Issues covered:

Length: 5:10

**Senior Citizens
Traffic Safety**