

**Public Inspection File
KWFM-AM 1330**

Quarterly Issues Report

KWFM-AM 1330

April 1, 2013
through
June 30, 2013

KWFM-AM 1330 Quarterly Issues Report January 1, 2013 through March 31, 2013

The following is the **Quarterly Issues Report** for KWFM-AM 1330 - Tucson, AZ. for the second quarter of 2013. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between April 1, 2013 through June 30, 2013. KWFM-AM continues to run the previous quarter Public Service Announcements with the newly added to strengthen information available to the community.

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

Health Care & Longevity

Minority Discrimination

Children & Safety

Education & Achievement

Fairness In Housing

As last quarter, our listenership continues to be mostly women. Program material is NOT gender specific. KWFM-AM is undergoing change as we continue to build the station into a full service HOT AC entertainment and information station. Many listeners have indicated they are interested in hearing programming that makes them feel good and they will continue to stay tuned for the "other" informative programs we also provide. When asked about Public Service Announcements versus commercials, all have stated they would rather listen to the PSAs instead of commercials.

As always, our goal is to provide first quality programming in a professional, polished manner, leaving the listener feeling good as well as informed. Listeners are always encouraged to contact us with comments and suggestions.

Reduce Wildfires

Call To Recycle

Childhood Obesity

Fatherhood Involvement

Childhood Asthma

A Better Life - Persistence, Achievement, Optimism, Commitment

Saving Lives By Saving Land

Skin Cancer Awareness

United Way Mentoring

Autism Speaks

KWFM-AM continues to support anti-bullying by working with the AdCouncil and the National Association of Broadcasters to promote prevention of this dangerous trend. There have been a few instances of bullying at a local Charter School. KWFM-AM offered support to the victims and their families. KWFM believes the community must act together to stop bullying and education is the key. People must be made aware that bullying does cause damage that can emotionally and socially scar a child. It even affects adults. 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. Broadcasters can play a critical role in encouraging the community at large with a message for parents to speak with their children about actions they can take to prevent and stop bullying. KWFM-AM has taken additional steps along with Public Service Announcements 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, 2013

Show # 2013-14

Date aired: 4/16/13 Time Aired: 12:00

Michael C. Harper, expert in employment discrimination law, Barreca Labor Relations Scholar and Professor of Law, Boston University School of Law

Prof. Harper discussed the growing influence of age discrimination in today's job market. He explained the reasons that employers often avoid older job applicants. He said the Age Discrimination in Employment Act, which prohibits employment discrimination against anyone 40 or older, is highly ineffective. Prof. Harper believes the law should be reformed to make it at least as strong a deterrent as laws that prohibit discrimination on race or gender.

Issues covered:
Age Discrimination
Workplace Matters
Senior Citizens

Length: 8:41

Jeff Blyskal, Senior Editor at Consumer Reports

Americans are used to being monitored for security reasons as they shop, but Mr. Blyskal said an increasing number of walk-in retailers are taking spying to a whole new level. He said stores are installing hidden video cameras, video analytics software, smartphone tracking and wi-fi hotspots to gather a surprising amount of data about their individual customers. The goal of this intense surveillance is to target shoppers with customized marketing, to convince them to shop more and spend more.

Issues covered:
Consumer Matters
Personal Privacy

Length: 8:29

Frances Newton, financial advisor, founder of Frances Insights

Ms. Newton said this is an excellent time of year for consumers to dig through credit card statements and bank receipts, and get their finances in order. She said getting organized will not only help a consumer to save money during the year, but it will also boost financial confidence.

Issues covered:
Personal Finance
Consumer Matters

Length: 4:58

Show # 2013-15

Date aired: 4/13/13 **Time Aired:** 12:00

Frederick M. Hess, Resident Scholar and Director of Education Policy Studies at the American Enterprise Institute, author of "*The Same Thing Over and Over: How School Reformers Get Stuck in Yesterday's Ideas*"

Mr. Hess believes that even bitter opponents who argue about how to improve schools agree on more than they realize. He suggested that uniformity frequently gets in the way of quality education and that the American education system must change radically. He also said that schools need to implement a much wider variety of schooling options that would better meet student needs.

Issues covered:
Education Reform
Government Policies

Length: 9:23

Kristen Kirkpatrick, MS, RD, LD, Dietician and Wellness Manager, The Cleveland Clinic Wellness Institute and The Cleveland Clinic Lifestyle 180 Program

Ms. Kirkpatrick said that consumers need to put more thought into the foods that they buy. She offered suggestions to help people read nutrition labels, which will help them make wiser choices. She said locally-produced meat and locally-grown produce is usually a healthier choice. She explained how to find a local farm or produce supplier, which usually can provide information about their food more accurately than a supermarket.

Issues covered:
Nutrition
Personal Health

Length: 7:44

Lance Dodes, MD, psychiatrist and psychoanalyst, Assistant Clinical Professor of Psychiatry at Harvard Medical School, author of "*Breaking Addiction: A 7-Step Handbook for Ending Any Addiction*"

Dr. Dodes explained how to identify an addiction and recognize key moments in addictive behavior. He said that every addictive act is normally preceded by a feeling of helplessness or powerlessness. He offered both long- and short-term advice for those dealing with an addiction.

Issues covered:
Addiction
Mental Health

Length: 4:46

Show # 2013-16

Date aired: 4/20/13 **Time Aired:** 12:00

Gaby Chapman, retired teacher, former school board president, author of "*Let Them Have Books: A Formula for Universal Reading Proficiency*"

Ms. Chapman offered advice for parents who want to encourage a love of reading in their children. She explained why youngsters who read for fun do better in school. She also talked about the importance of allowing kids to choose their own reading material.

Issues covered:
Literacy
Education

Length: 8:48

Jeff Reeves, financial journalist, editor of InvestorPlace.com

Mr. Reeves outlined the most common mistakes investors make when handling their 401(k) investments. He explained how frequently an investor should do some housekeeping with their mutual fund portfolio and how to decide when to rebalance investments that have changed in value.

Issues covered:
Retirement Planning
Senior Citizens

Length: 8:19

Sarah Brokaw, author of "*Fortytude: Making the Next Decades the Best Years of Your Life*"

Age 40 is a harrowing milestone for many women. Ms. Brokaw talked about the reasons behind this, and how women can navigate the transition into midlife with more enjoyment. She said society sends women many conflicting messages about being their own person and yet conforming to traditional expectations.

Issues covered:
Women's Issues
Senior Citizens

Length: 5:03

Show # 2013-17

Date aired: 4/27/13 **Time Aired:** 12:00

H. Gilbert Welch, MD, MPH, Professor of Medicine and Community and Family Medicine at Dartmouth Institute for Health Policy and Clinical Practice at Dartmouth Medical School, co-author of "*Overdiagnosed: Making People Sick in the Pursuit of Health*"

Dr. Welch said the increasing ability of medical tests to detect minuscule abnormalities, along with changing guidelines, have resulted in the overdiagnosis and overtreatment of many patients. He said many diagnoses and treatments are for abnormalities that would never threaten the patient's health. He explained how patients should decide when to question a doctor's orders for testing.

Issues covered:
Community Health
Consumer Matters

Length: 9:21

Julie Weeks, Research Advisor at American Express OPEN

Ms. Weeks recently authored a report that analyzed the state of women-owned businesses in the U.S. She found that while women-owned businesses are rapidly growing and diversifying in all industries, their overall revenue continues to lag behind other businesses. Ms. Weeks talked about the reasons behind these trends.

Issues covered:
Women's Issues
Workplace Matters

Length: 7:47

Alan Cook, Licensed Contractor, author of "*A Trip to the Number Yard*"

America's math proficiency is rated 24th out of 29 math-tested countries. Mr. Cook talked about the problem of mathematic illiteracy for both do-it-yourselfers and trade professionals, and the mishaps that sometimes occur as a result. He explained which math skills are crucial to these blue-collar endeavors. He believes the main problem is that our nation's schools have failed to teach math in an engaging manner.

Issues covered:
Education
Workplace Matters

Length: 4:41

Show # 2013-18

Date aired: 5/4/13 **Time Aired:** 12:00

Felicia Cosman, MD, Senior Clinical Director and Chair of the National Osteoporosis Foundation, author of *"What Your Doctor May Not tell you about Osteoporosis"*

Recent medical studies about the use of calcium to prevent osteoporosis have had conflicting findings. Dr. Cosman explained that most experts are still unsure about the value of taking calcium supplements. She stressed the importance of getting calcium through the diet, and offered other advice on how to improve bone health and reduce a person's chance of developing osteoporosis.

Issues covered:
Personal Health
Women's Issues

Length: 8:05

Deborah Prothrow-Stith, MD, expert in public health and youth/urban violence, Adjunct Professor at Harvard University, former Massachusetts Commissioner of Public Health, former Henry Pickering Walcott Professor of Public Health Practice at the Harvard School of Public Health

Dr. Prothrow-Stith discussed the growing trend of youth violence and gang activity in America. She believes that youth violence should be approached as a public health issue, similar to the way that smoking and lung cancer were dealt with through public education. She talked about the value of school-based programs, which have resulted in decreases in aggressive behavior. She also outlined the common characteristics that link most young violent offenders.

Issues covered:
Youth Violence
Crime
Youth at Risk
Parenting

Length: 9:01

Karen Simpson-Hankins, mortgage and real estate expert, author of *"Conquer Your Closing: Insider Secrets for Today's Savvy Home Buyer"*

Ms. Simpson-Hankins discussed the four biggest mortgage mistakes most consumers will make. She talked about the questions that every consumer should ask lenders before signing the deal. She also explained why home inspections are crucial in the home-buying process, and how consumers can wisely shop for the best interest rate.

Issues covered:
Consumer Matters
Economy

Length: 4:59

Show # 2013-19

Date aired: 5/11/13 **Time Aired:** 12:00

Cathy Steinberg, personal safety expert and trainer, author of *"The Fabulous Girl's Guide to Being Fearless: What Every Girl Should Know"*

FBI statistics say that 1 in 4 females in the US will be a victim of violent crime. Ms. Steinberg talked about the most common types of violence directed at young women, and offered suggestions of how

to avoid dangerous situations. She explained why it is so important for prospective college students to evaluate campus security before they make a decision on where to go to school.

Issues covered:

Sexual Assault

Crime

Women's Issues

Length: 8:18

Chadwick Wasilenkoff, founder and CEO of Fortress Paper, a specialty paper company that produces secure paper for currencies around the world

Mr. Wasilenkoff discussed the measures that governments take to prevent counterfeiting of currencies. He said that a large percentage of counterfeit US bills are believed to be produced by state-sponsored operations in countries such as North Korea. He explained why new measures, such as the improved \$100 bill, do slow down counterfeiters temporarily. However, he said criminals eventually adapt to such changes, so it is a never-ending battle. He explained how consumers can try to identify counterfeit bills.

Issues covered:

Counterfeiting

Crime

Government Regulations

Length: 8:55

Megan Moreno, MD, researcher at Seattle Children's Research Institute and Associate Professor of Pediatrics at the University of Washington

Dr. Moreno recently conducted a study that found that teens who smoke cigarettes are 23 times more likely to smoke marijuana, compared to those who don't use tobacco. She talked about the reasons behind this finding. She also explained how the recent legalization of marijuana in several states may affect its use nationwide.

Issues covered:

Substance abuse

Government Regulations

Length: 5:04

Show # 2013-20

Date aired: 5/18/13 **Time Aired:** 12:00

Michael Moss, Pulitzer Prize-winning reporter for The New York Times, author of "*Salt Sugar Fat: How the Food Giants Hooked Us*"

Every year, the average American eats thirty-three pounds of cheese, seventy pounds of sugar and double the recommended amount of salt--most of it from processed foods. Mr. Moss said that the use of salt, sugar and fat increases sales of processed foods, reduces manufacturing costs, and enables these foods to sit in warehouses or on the grocery shelf for months. He offered suggestions for consumers on how to read product labels.

Issues covered:

Personal Health

Consumer Matters

Length: 8:01

Debra Donston-Miller, editor and writer for InformationWeek.com, expert in social networking and information technologies

Ms. Donston-Miller said social media has essentially become an online resume, and that job hunters who do not use it are at a huge disadvantage. She discussed the most effective strategies for using social media in job searches and networking with colleagues. She explained which social networks are the most useful and why. She also recommended sharing content on social networks, such as reports or videos, to demonstrate expertise and abilities.

Issues covered:
Employment
Workplace Matters

Length: 8:59

Tim Lohrentz, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities

Mr. Lohrentz recently conducted a study of payday loans and their net impact on the US economy. He found that the burden of repaying the high-interest loans results in \$774 million in lost consumer spending and 14,000 job losses annually. He outlined the alternatives to payday loans that are available to low-income borrowers.

Issues covered:
Payday Loans
Poverty
Government Regulations

Length: 5:10

Show # 2013-21

Date aired: 5/25/13 **Time Aired:** 12:00

Lester Brickman, expert on tort reform, Professor at the Benjamin N. Cardozo School of Law of the Yeshiva University, visiting scholar at the Manhattan Institute, author of "*Lawyer Barons: What Their Contingency Fees Really Cost America*"

Mr. Brickman talked about the corrosive effects that contingency fees have on the nation's legal and political system. He explained how these financial incentives dramatically increase costs for litigants and consumers. He also made recommendations for potential reform of the civil justice system.

Issues covered:
Legal Issues
Consumer Matters

Length: 8:04

Clark Aldrich, education reform expert and consultant, educational game designer, author of "*Unschooling Rules: 55 Ways to Unlearn What We Know About Schools and Rediscover Education*"

Mr. Aldrich explained why schools are very resistant to change and are stuck in 19th century modes of education. He talked about critical skills that are seldom taught in high schools and why he believes that testing and homework don't work. He talked about the innovative methods of education he found among home schooling families, and how those principles could be applied to public school settings.

Issues covered:
Education
Government Policies

Length: 9:14

Richard M. Gersberg, PhD, Professor and Head of the Division of Environmental Health in the Graduate School of Public Health, and Acting Director of the Coastal and Marine Institute at San Diego State University

Cigarettes are the most common form of litter in the world, with more than 5.6 trillion filters finding their way into the environment every year. Dr. Gersberg recently led a study that found that 50% of fish died when exposed to water polluted by cigarette butts. He talked about the reasons behind the findings and the overall environmental impact.

Issues covered:
Pollution
Environmental Issues

Length: 5:06

Show # 2013-22

Date aired: 6/1/13 **Time Aired:** 12:00

Peter A. Sacco, PhD, psychologist who specializes in addictions, author of "*Right Now Enough Is Enough*"

Dr. Sacco discussed the biggest misconceptions about addictions and bad habits. He said pornography and gambling are the least recognized addictions among Americans today. He explained how addicts are able to frequently hide their behavior and lead seemingly normal lives. He also talked about the most effective routes to recovery.

Issues covered:
Substance Abuse
Mental Health

Length: 8:04

Jeff Speck, AICP, City Planner and Architectural Designer who advocates for smart growth and sustainable design, author of "*Walkable City: How Downtown Can Save America, One Step at a Time*"

In the typical American city, the car is still king. Mr. Speck said that downtown areas and local economies can be dramatically improved by becoming pedestrian-friendly. He explained how simple decisions have cascading effects, and how citizens can influence their elected representatives to make wise choices for their communities.

Issues covered:
Urban Planning
Government Policies
Economy

Length: 9:14

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: 5:06

Show # 2013-23

Date aired: 6/8/13 **Time Aired:** 12:00

Jeff Eisenberg, nationally-recognized expert on bed bugs, CEO of PestAway, Inc., author of "*The Bed Bug Survival Guide*"

Mr. Eisenberg talked about the explosion of bed bug infestations across America, and why the problem has grown so dramatically. He talked about the health concerns related to bed bugs and offered suggestions to avoid bringing them into a home. He also outlined the most effective methods of dealing with a bed bug problem.

Issues covered:
Community Health

Length: 9:02

Guy Winch, PhD, licensed psychologist, author of "*The Squeaky Wheel: Complaining the Right Way to Get Results, Improve Your Relationships and Enhance Self-Esteem*"

Dr. Winch talked about the mental health aspects of complaining and poor customer service. He said constant complaining can leave to depression, low self esteem and damaged relationships. He offered psychologically-grounded advice on how to determine what to complain about, and what to let slide. He also suggested strategies for effectively complaining to get satisfying results.

Issues covered:
Mental Health
Consumer Matters

Length: 8:08

Brendan Burchard, motivational speaker, founder of Experts Academy, author of "*The Millionaire Messenger*"

Mr. Burchard believes that most people have some unique area of expertise that can inspire others to live a better life, serve their community or run a better business. He explained how a budding expert can also earn money, by sharing their message through websites, books, consulting, and online programs.

Issues covered:
Employment

Length: 5:06

Show # 2013-24

Date aired: 6/15/13 **Time Aired:** 12:00

Elizabeth Dunn, PhD, behavioral scientist, Associate Professor of Psychology at the University of British Columbia, co-author of "*Happy Money: The Science of Smarter Spending*"

Dr. Dunn's research found that people can significantly improve their happiness if they change the way they spend money. She said material things like luxurious homes or new gadgets provide much less happiness than experiential purchases like trips or concerts. She said spending money on other people provides a bigger happiness boost than almost any other expenditure.

Issues covered:
Consumer Matters
Mental Health

Length: 8:07

Eric Caine, MD, John Romano Professor and Chair of the Department of Psychiatry, Professor of Neurology, co-director of the Center for the Study of Prevention of Suicide at the University of Rochester Medical Center

Suicides among middle-aged Americans have increased dramatically in the past decade. Dr. Caine said the rate among white men and women in that age group jumped 40 percent, while it was essentially unchanged for most other racial groups. He said the recession and mortgage crisis may be an important factor in the increase. He added that Baby Boomers seem to have higher levels

of depression than other demographic groups. He talked about potential warning signs for those at risk of suicide.

Issues covered:
Suicide
Mental Health
Substance Abuse

Length: 9:07

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 # 2013-25

Date aired: 6/22/13 **Time Aired:** 12:00

Jaron Lanier, computer and digital network pioneer, author of "*Who Owns the Future?*"

Mr. Lanier explained why he thinks the rise of digital networks has led our economy into recession and decimated the middle class. He said people should be compensated for sharing their personal data with massive digital networks, such as Google, Facebook, Instagram, and in some cases, even the government. He said he is most concerned about the younger generations of Americans who have grown up with reduced expectations of privacy and success.

Issues covered:
Economy
Consumer Matters

Length: 10:25

Nate Cardozo, staff attorney for the Electronic Frontier Foundation, which champions privacy rights in the digital world

Many Americans might be surprised to learn that the vast majority of new cars today contain a device that continuously monitors the driver's behavior and vehicle performance. Mr. Cardozo said his biggest concern is that consumers have no way to know what data their car is recording or how long it retains it. He explained why loss of privacy is becoming a greater issue today, and how the problem could be addressed.

Issues covered:
Privacy
Consumer Matters
Government Regulation

Length: 6:45

Rand Ghayad, visiting scholar at the Federal Reserve Bank of Boston

Mr. Ghayad led a study that found that employers frequently screen out job candidates who have been unemployed for more than six months. He found that employers showed about four times more interest in applicants out of work for six months or less, even if they had less experience and fewer qualifications than candidates unemployed for longer periods. He said job seekers must be willing to take any kind of work after a few months of unemployment, to avoid large gaps in their resume that will damage future prospects.

Issues covered:
Unemployment
Career

Length: 4:49

Show # 2013-26

Date aired: 6/29/13 **Time Aired:** 12:00

Seth Godin, workplace expert and marketing guru, author of "*Linchpin: Are You Indispensable?*"

Mr. Godin outlined the biggest reasons that employment security and the workplace have changed so dramatically in the past few years. He suggested ways for employees to increase their value to their company through creativity, innovation and risk taking. He also offered advice for bosses who must find remarkable people to give their company a competitive edge.

Issues covered:
Employment
Workplace Matters

Length: 9:28

James Goodwin, MD, a geriatrician and researcher at University of Texas Medical Branch in Galveston

Current medical guidelines recommend that people over the age of 50 get a colonoscopy once every ten years. Dr. Goodwin said a surprising number of patients have them more frequently. He explained why this is a risky practice, and why as seniors get older, their need for colon cancer screening actually goes down.

Issues covered:
Personal Health
Senior Citizens
Government Spending

Length: 7:42

Joe Watson, management consultant who specializes in diversity, author of "*Without Excuses*"

Mr. Watson talked about the importance of diversity in corporate America and why it has been such an elusive goal. He offered advice for minority job-seekers on how to demand fair opportunities..

Issues covered:
Diversity
Minority Issues
Workplace

Length: 4:52