

# **Quarterly Issues Report**

## **KWFM-AM 1330**

October 1, 2014  
through  
December 31, 2014

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The following is the **Quarterly Issues Report** for KWFM-AM 1330 - Tucson, AZ. for the fourth quarter of 2014. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between October 1, 2014 through December 31, 2014.

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

Business & Political Concerns

Women's Interests

Racial Inequality & Minority Discrimination

Religion & Social Acceptance

KWFM-AM continues to find that the listenership consists mostly of women. However, program contents are not gender specific. Our goal is 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 2014: October 1, 2014 through December 31, 2014.**

Addiction Treatment

American Heart Association - Real Women & Heart Disease

American Lung Association - Quit Smoking

Child Passenger Safety

COPD Awareness

Hunger Prevention

Stroke Prevention

Stop Bullying

Colorectal Cancer Screening

CPR Instructional To Save Lives

Eyesight Protection

Overactive Bladder Awareness

Recording Artists Against Drunk Driving

**KWFM-AM has taken 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, OCTOBER-DECEMBER, 2014**

Show # 2014-40

Date aired: 10/4/14 Time Aired: 07:00

**Jeff Herten, MD**, author of *"The Sobering Truth: What You Don't Know Can Kill You"*

Dr. Herten was a high-functioning alcoholic for over 30 years. He talked about the widespread nature of hidden alcoholism in our society. He believes that alcohol is more addictive and destructive than drugs like heroin. He said alcohol consumption contributes to a surprising number of cancers and other health problems.

**Issues covered:**  
Alcoholism  
Personal Health

**Length: 8:10**

**Pat Brown**, author of *"How to Save Your Daughter's Life: Straight Talk for Parents from America's Top Criminal Profiler"*

Ms. Brown said no daughter is safe from harm in today's world, especially now that social media makes it so easy to connect with people we barely know. She discussed risky choices that teens make that can put them in harm's way, and how predators use that behavior to choose their victims. She said parents of teen girls need to be more proactive than ever about keeping their daughters safe.

**Issues covered:**  
Youth At Risk  
Parenting  
Date Rape  
Crime

**Length: 8:47**

**Michelle Budig, PhD**, sociology professor, University of Massachusetts, Amherst

For 15 years, Dr. Budig has studied the parenthood pay gap. She has found that mothers are less likely to be hired for jobs, to be perceived as competent at work or to be paid as much as male colleagues with the same qualifications. However, having a child is good for a man's career. She discussed the possible reasons behind this problem and potential solutions.

**Issues covered:**  
Women's Issues  
Workplace Matters  
Parenting

**Length: 4:57**

Show # 2014-41

Date aired: 10/11/14 Time Aired: 07:00

**Sally Satel, MD**, Resident Scholar at the American Enterprise Institute, editor of *"When Altruism Isn't Enough: The Case for Compensating Kidney Donors"*

12 people die each day while waiting for a life-saving kidney transplant. Dr. Satel discussed the shortage of organ donations and shared her story of receiving a kidney donation in 2006. She believes that a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children—rather than lump-sum cash payments—would eliminate the shortage of available organs.

**Issues covered:**  
Organ Donation  
Government Policies  
Personal Health

**Length: 8:28**

**James Betts, PhD**, Senior Lecturer in Nutrition, Metabolism & Statistics at the University of Bath, England

Conventional wisdom has always maintained that breakfast is the most important meal of the day. Dr. Betts led a study of whether people who eat breakfast are healthier or lose weight more effectively than those who skip it. His research found that breakfast eaters consumed more calories each day and were more physically active overall, but there was no difference in weight. He said that while breakfast doesn't matter for adults, it is still important for children for nutrition and learning.

**Issues covered:**  
Nutrition  
Personal Health

**Length: 8:47**

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

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

**Issues covered:**  
Education  
Parenting

**Length: 4:57**

Show # 2014-42

Date aired: 10/18/14 Time Aired: 07:00

**Robert Neuman, PhD**, former associate dean of academic advising at Marquette University, author of *"Are You Really Ready for College?: A College Dean's 12 Secrets for Success - What High School Students Don't Know"*

Roughly 2/3rds of college students fail to earn a degree in four years, and Dr. Neuman believes the reason is that they are ill-prepared. He outlined several strategies that high school students can use to enter college with the knowledge, learning skills and work ethic required to succeed. He explained why extra-curricular activities are also quite important when submitting a college application.

**Issues covered:**

**Length: 8:21**

**Education  
Parenting**

**Graeme Cowan**, corporate mental health consultant, author of "*Back from the Brink: True Stories and Practical Help for Overcoming Depression and Bipolar Disorder*"

One in five Americans takes at least one psychiatric medication, such as an anti-depressant or anti-anxiety drug. Mr. Cowan shared his own story of battling depression. He explained how depression can affect a company's workforce, and how managers and co-workers can help someone who is suffering for depression, stress or other mental health issues.

**Issues covered:**

**Length: 8:48**

**Mental Health  
Workplace Matters**

**Dana Peres Edelson, MD**, Director of Clinical Research at the Emergency Resuscitation Center at the University of Chicago Medical Center

Dr. Edelson was a co-author of revised guidelines for cardiopulmonary resuscitation for The American Heart Association. She outlined the current recommendations for CPR procedures, and said chest compression should be the top priority in a cardiac emergency.

**Issues covered:**

**Length: 5:00**

**Personal Health  
Emergency Preparedness**

Show # 2014-43

**Date aired:** 10/25/14 **Time Aired:** 07:00

**AnnMarie Thomas, PhD**, Associate Professor, School of Engineering at the University of St. Thomas, author of "*Making Makers: Kids, Tools, and the Future of Innovation*"

Dr. Thomas said many of today's engineering students have few hands-on skills or the ability to actually make or fix something. She explained why it is crucial to encourage today's youth to think creativity and innovatively. She offered suggestions for parents who want to teach their children to be able to use their hands to make things.

**Issues covered:**

**Length: 8:31**

**Education  
Parenting**

**Valter Longo, PhD**, biogerontologist and cell biologist, Professor at the University of Southern California-Davis School of Gerontology, Director of the USC Longevity Institute

Dr. Longo has led multiple studies examining the effect of fasting on life extension and cancer therapy. His latest study found that a three-day fast appears to significantly increase the effectiveness of chemotherapy treatments. He talked about the possible reasons behind this finding, and what people need to know before considering a fast.

**Issues covered:**

**Length: 8:47**

**Personal Health**

**Sara Bleich, PhD**, Associate Professor at Johns Hopkins Bloomberg School of Public Health.

Dr. Bleich believes consumers make poor nutritional choices because the concept of calories means very little to them. She conducted a study of urban teenagers in which signs were placed in convenience stores, informing patrons that it would take five miles of walking to burn up the calories from a soft drink. Soda sales declined, not only while the signs were posted, but even weeks after they were removed. She explained the importance of finding ways to communicate nutritional information in more useable formats.

**Issues covered:**  
**Consumer Matters**  
**Nutrition**  
**Government Policies**

**Length: 5:16**

Show # 2014-44

**Date aired:** 11/1/14 **Time Aired:** 07:00

**John Santa, M.D., M.P.H.**, Director of the Consumer Reports Health Ratings Center, which provides analyses and ratings to help consumers make informed health-care decisions

Dr. Santa and Consumer Reports recently evaluated the most frequently-used screenings for cancer. Of the eleven screenings evaluated, the organization only recommended three, cautioning that most consumers should avoid eight other common tests. Dr Santa explained the results of his study, and offered advice for health consumers.

**Issues covered:**  
**Cancer**  
**Personal Health**  
**Consumer Matters**

**Length: 9:21**

**Nathaniel D. Smith, M.A., LPC-S, NCC**, Licensed Professional Counselor in suburban Dallas, specializing in anger management and domestic violence issues, author of "*Taming Your Temper: A Workbook for Individuals, Couples, and Groups*"

Mr. Smith said that anger is a growing problem in our society, caused in part by our nation's economic struggles in recent years. He discussed the typical causes of anger, and how out-of-control anger can harm a person's health, destroy relationships, and derail a career. He outlined several anger management strategies that he uses with patients in his practice.

**Issues covered:**  
**Mental Health**  
**Domestic Violence**  
**Workplace Matters**

**Length: 7:52**

**Vaughan Dabbs, DC**, Chiropractor with more than 20 years of experience, author of "*This Is Why Your Back Hurts*"

Dr. Dabbs said Americans are 16 times more likely to experience back pain than someone who lives in a poorer country. He talked about the many choices of treatments for back pain. He also offered advice to improve poor posture, which he believes is one of the primary causes of back problems.

**Issues covered:**  
**Personal Health**

**Length: 4:58**

Show # 2014-45

Date aired: 11/8/14 Time Aired: 07:00

**Spencer Cowan, PhD**, Vice President of Research at the Woodstock Institute, a Chicago-based nonprofit research and policy organization that focuses on fair lending and financial reform

Dr. Cowan led a study that examined fairness in the process of applying for a mortgage. He found that a home loan application listing a female applicant with a male co-applicant is less likely to be approved than one listing a male applicant with a female co-applicant. He discussed the possible reasons behind this issue and why it matters.

**Issues covered:**  
Women's Issues  
Discrimination  
Consumer Matters

**Length:** 8:29

**Anne Fletcher**, health and medical writer, author of "*Inside Rehab: The Surprising Truth About Addiction Treatment-and How to Get Help That Works*"

Ms. Fletcher discussed treatment options for people with substance abuse issues. She visited 15 addiction treatment centers—from outpatient programs for the indigent to Alcoholics Anonymous to famous celebrity rehabs—to determine what forms of rehab are effective. She said it's common for people who struggle with addiction to require treatment multiple times, but she found that rehab centers often provide the same treatment over and over, rather than trying different approaches for repeat patients.

**Issues covered:**  
Substance Abuse  
Mental Health

**Length:** 8:49

**Amanda E. Staiano, PhD**, Postdoctoral Research Fellow in the Division of Population Science at the Pennington Biomedical Research Center in Baton Rouge, LA

33% of American children are obese or overweight. Dr. Staiano was the lead author of a study that found that kids who have televisions in their bedrooms are twice as likely to be fat and nearly three times as likely to be at risk for heart disease and diabetes as those who don't. She recommended that parents limit a child's screen time to no more than two hours per day.

**Issues covered:**  
Children's Health  
Parenting

**Length:** 5:02

Show # 2014-46

Date aired: 11/15/14 Time Aired: 07:00

**Angela Garner, MD, FACEP**, emergency physician from Galveston, TX, President of the American College of Emergency Physicians

Many Emergency Room doctors say the fear of malpractice lawsuits results in extra blood tests and imaging scans that are not necessary. Dr. Gardner talked about this trend and why ER physicians are such an inviting target for legal action. She also offered suggestions on how to improve the situation.

**Issues covered:**  
Personal Health  
Legal Issues  
Government Policies

**Length:** 9:03



**John Hartigan, Jr., PhD**, Director of the American Paredes Center for Cultural Studies and Associate Professor of Anthropology at the University of Texas at Austin, author of *"What Can You Say?: America's National Conversation on Race"*

How do Americans know whether a remark or incident is racially biased? Dr. Hartigan discussed the state of race relations in America and the media's role in it. He discussed ways that the first black President has affected attitudes regarding race relations.

**Issues covered:**  
Racial Issues  
Media

**Length: 8:08**

**Alan L. Ross, DMD**, President of the National Coalition for School Bus Safety

Although automobile safety technology has improved dramatically in the past two decades, school bus designs have changed very little. Dr. Ross explained the reasons behind this lack of progress. He believes seat belts should be mandated in all school buses. He talked about the expenses involved to retrofit the nation's school bus fleet.

**Issues covered:**  
Child Safety  
Traffic Safety  
Parenting Concerns

**Length: 4:43**

Show # 2014-47

**Date aired:** 11/22/14 **Time Aired:** 07:00

**Aimée Morrison, PhD**, Associate Professor of English Language and Literature, University of Waterloo

Professor Morrison discussed the synthetic perfection in nearly every image we see today, and how that affects women and their self images. She explained why the Photoshopping of nearly every image we see in the media has caused an increase in body insecurity among women. She believes the trend has actually reached a tipping point, where consumers are starting to be turned off by the unattainable images in advertising messages.

**Issues covered:**  
Women's Issues  
Consumer Matters  
Parenting  
Media

**Length: 8:36**

**Michael Harris**, author of *"The End of Absence: Reclaiming What We've Lost in a World of Constant Connection"*

Mr. Harris believes that we now live in an age that lacks solitude, and the time we once used to be alone with our own thoughts is now filled with social media and technology. He explained his own story of going on a "technology fast," and why those moments of silence are so important.

**Issues covered:**  
Mental Health  
Technology

**Length: 8:38**

**Karen Jones**, author of "*The Difference A Day Makes*"

Ms. Jones suggested quick and simple actions anyone can take to make a positive difference in the world around them, to fight scourges like homelessness, racism and poverty. She explained what she calls philanthropy, actions such as volunteering or donating that emotionally benefit the donor.

**Issues covered:**  
Volunteerism  
Poverty  
Homelessness

**Length: 4:54**

Show # 2014-48

**Date aired:** 11/29/14 **Time Aired:** 07:00

**Donald McCabe, PhD**, Professor, Department of Management and Global Business at the Business School at Rutgers University

Dr. McCabe is a researcher who studies cheating in school. He has found that levels of cheating are on the rise in every level of education. He discussed some of the latest and most inventive methods of cheating fostered by newer technologies. He also offered suggestions to parents on how they can encourage their children to be honest.

**Issues covered:**  
Education  
Ethics  
Parenting

**Length: 9:36**

**Gary Small, MD**, Director of the Memory and Aging Research Center at UCLA

Dr. Small discussed the growing number of cases of Alzheimer's Disease diagnosed in patients under the age of 65, and the possible causes of the trend. He also talked about the differences in Alzheimer's in young people compared to elderly patients, and the types of therapies and medications available.

**Issues covered:**  
Alzheimer's disease  
Personal Health  
Senior Citizen Issues

**Length: 7:39**

**Harris Stratyner, PhD., C.A.S.A.C.**, Associate Professor and the Director of Addiction Recovery Services for the Department of Psychiatry at Mount Sinai Medical Center, Regional Vice President of Caron Recovery Center

Dr. Stratyner talked about his organization's survey, which found that a growing number of online conversations among teenagers involve the topics of illegal drug use and sex. He shared his concern that many young people are getting dangerous misinformation about drug safety. He talked about the code words that teens often use online, and what parents need to know.

**Issues covered:**  
Substance Abuse  
Youth At Risk  
Parenting Concerns

**Length: 5:07**

Show # 2014-49

**Date aired:** 12/6/14 **Time Aired:** 07:00

**Anise Wiley-Little**, expert in Human Resources, former corporate Chief Diversity Officer, author of "*Profitable Diversity: How Economic Inclusion Can Lead to Success*"

Ms. Wiley-Little said diversity is often ignored, although it can be a tremendous resource for businesses. She outlined the reasons that diversity and inclusion should matter to our nation's corporations and communities. She also said that in most cases, male managers and CEOs are ultimately in control of whether diversity succeeds or fails in a company.

**Issues covered:**  
Discrimination  
Minority Concerns  
Workplace Matters

**Length:** 9:21

**Helaine Olen**, personal finance writer, author of "*Pound Foolish: Exposing the Dark Side of the Personal Finance Industry*"

Americans spend billions of dollars on personal finance products and advice. Ms. Olen discussed common myths purveyed by many of the nation's most respected financial gurus. She said the financial industry frequently sells products and services to consumers that offer little, if any, help in achieving financial security. She talked about the corrosive role that commissions and fees too often play in advice offered by money advisors.

**Issues covered:**  
Consumer Matters  
Personal Finance

**Length:** 7:56

**Joseph Ugrin**, Assistant Professor of Accounting, Kansas State University

Professor Ugrin discussed his study of a trend called "cyberloafing," which is rapidly increasing in workplaces throughout the nation. He found that all employees – old and young alike – are spending large amounts of their workday on non-work-related activities online, such as social networking and managing their finances. He talked about the challenges that employers face in dealing with the problem.

**Issues covered:**  
Workplace Matters  
Personal Productivity  
Employment

**Length:** 4:49

Show # 2014-50

**Date aired:** 12/13/14 **Time Aired:** 07:00

**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 # 2014-51

**Date aired:** 12/20/14 **Time Aired:** 07:00

**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

**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 and the questions that consumers should ask lenders. 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 # 2014-52

**Date aired:** 12/27/14 **Time Aired:** 07:00

**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 to make wiser choices. 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**