

# **Quarterly Issues Report**

## **KWFM-AM 1330**

January 1, 2017  
through  
March 31, 2017

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

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

Minority Discrimination

High School Education & Careers

Women's Interests

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 first quarter of 2017: January 1, 2017 through March 31, 2017**

Healthy Living Through Nutrition - Community Food Bank Of Southern AZ

Hunger Prevention - Feeding America.org

American Heart Association - Real Women & Heart Disease

American Lung Association - Quit Smoking

College Access - "Get Schooled"

Support Minority Education - United Negro College Fund

Teacher Recruitment - Teach.org

Stroke Awareness - StrokeAssociation.org (American Heart Association)

Bullying Prevention - IWitnessBullying.org

Domestic Violence Prevention - Futures Without Violence (AdCouncil)

Safe Firearms - safefirearmsstorage.org (USDOJ)

Shelter Pet Project - Cat & Dog Adoption

Spay & Neuter Your Pet - PSA By Dawn Avalon & Bob Barker

**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.**



Call Letters: KWFM

**Weekly Public Affairs Program**

**QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2017**

Show # 2017-01

Date aired: 1/1/17 Time Aired: 08:00

**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  
Environment

**Length: 4:54**

Show # 2017-02

Date aired: 1/7/17 Time Aired: 07:00

**Carol L. Rickard**, Tobacco Treatment Specialist, author of *"The Benefits of Smoking: Why It's So Hard to Quit Smoking and What You Can Do about It"*

70% of smokers would like to quit, but only 4 to 7% will be successful. Ms. Rickard explained what smokers perceive as the benefits and why it's so hard for people to kick the habit once they've started. She also discussed the potential risks associated with e-cigarettes and vaping. She suggested resources that smokers can use to quit for good.

**Issues covered:**  
Smoking Cessation  
Public Health

**Length: 8:44**

**Mathew Freeman**, Co-Founder and Senior Executive Consultant at TMI Consulting, a diversity and inclusion management consulting firm, co-author of *"Overcoming Bias: Building Authentic Relationships across Differences"*

Mr. Freeman said every human is biased in one way or another, and it's a constant process to recognize and reduce it. He explained why bias has such an impact in every aspect of life, and how companies should address it in the workplace. He said the secret to dealing with bias is by intentionally cultivating meaningful relationships with those who are different.

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

**Length: 8:33**

**Gloria Lopez-Cordle**, nationally-recognized patient advocate, creator of *"the Personal Medical Journal"*, a patient organizational tool

A recent study found that American hospitals are making preventable medical errors that kill thousands of Americans each year. Ms. Lopez-Cordle believes that patients and their families need to take charge of their medical information to prevent mistakes by doctors. She offered advice on what medical data is important and how to organize it.

**Issues covered:**  
Personal Health

**Length: 4:48**

Show # 2017-03

Date aired: 1/14/17 Time Aired: 07:00

**Diane Mulcahy**, Adjunct Lecturer in the Entrepreneurship Division at Babson College in Wellesley, Massachusetts, author of *"The Gig Economy: The Complete Guide to Getting Better Work, Taking More Time Off, and Financing the Life You Want"*

Today, more than a third of Americans are working in the gig economy--combining short-term jobs, contract work, and freelance assignments. Prof. Mulcahy explained why everyone in today's workforce needs to recognize and accept its changing nature and prepare for it. She outlined the steps to take to transition to a gig career.

**Issues covered:**  
Employment  
Education  
Career

**Length: 8:44**

**Sarah Elliston**, professional workshop leader and trainer, author of *“Lessons from a Difficult Person: How to Deal with People Like Us”*

Nearly everyone has had to deal with a difficult person, either at work or at home. Ms. Elliston said many people don't even recognize that they are difficult to deal with. She explained the reasons behind this character trait and how others can help the difficult person understand the consequences of their behavior.

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

**Length: 8:33**

**Melody M. Bomgardner**, Senior Business Editor of *Chemical & Engineering News*, the weekly newsmagazine of the American Chemical Society

Fleece is a wintertime staple but Ms. Bomgardner said it could be contributing to the next big ocean plastics problem: lint. The lightweight material sheds some of its synthetic microfibers each time it's washed, and this lint ultimately ends up in surface waters and in fish and other wildlife. She explained why this is such a concern and what consumers can do to help.

**Issues covered:**  
**Environment**  
**Consumer Matters**

**Length: 4:48**

Show # 2017-04

**Date aired:** 11/21/17 **Time Aired:** 07:00

**Tony Lee**, employment expert, publisher of CareerCast.com

CareerCast recently completed a study to determine the 10 most and least stressful careers. Mr. Lee explained the factors that his organization used to measure the stress in various jobs. He also discussed the growth potential of careers on the list and why stressful jobs can still be desirable for some people.

**Issues covered:**  
**Career**  
**Mental Health**

**Length: 7:22**

**Kevin Shird**, former drug dealer and convict, President and Co-Founder of the Mario Do Right Foundation, author of *“Lessons of Redemption”*

Mr. Shird shared his story of spending years as young drug-trafficker on the streets of Baltimore, and his eventual arrest and incarceration. He explained how he turned his life around, now working as a community leader, speaking to students about substance abuse prevention and helping children of addicted parents.

**Issues covered:**  
**Substance Abuse**  
**Crime**  
**Minority Concerns**

**Length: 7:44**

**Sean Burch**, multiple world record holder in extreme sports events, fitness and motivational expert, author of *“Hyperfitness: 12 Weeks to Conquering Your Inner Everest and Getting Into the Best Shape of Your Life”*

Mr. Burch shared the story of how he became the first solo climber of Mount Everest. He talked about the importance of diet and fitness, and offered tips on how the average person can lose weight and get into shape.

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

**Length: 4:58**

Show # 2017-05

**Date aired:** 1/28/17 **Time Aired:** 07:00

**Jan Edwards**, President and CEO of Paving the Way, an organization that raises awareness about sex trafficking through public education

Ms. Edwards discussed the growing issue of sex trafficking. She said the problem is rampant in every corner of the U.S, and that the average victim drawn into the sex trade is age 14 to 16. She outlined other characteristics of those most at risk, and how predators target and groom their victims.

**Issues covered:**  
**Sex Trafficking**  
**Youth at Risk**  
**Crime**

**Length: 9:41**

**Ted Frank**, career consultant, author of "*Get to the Heart*"

Mr. Frank discussed the importance of learning how to effectively communicate in the workplace. He explained how it can increase efficiency and improve productivity. He believes presentations should focus on no more than three key points at a time, and that the use of examples and illustrations is crucial to improved communications.

**Issues covered:**  
**Workplace Matters**  
**Career**

**Length: 7:31**

**Steve Cicala, PhD**, Assistant professor at the Harris School of Public Policy at the University of Chicago, Faculty Research Fellow at the National Bureau of Economic Research

Dr. Cicala led a study that found that deregulated power markets on the wholesale level have significantly cut the cost of generating electricity, saving consumers \$3 billion a year. He discussed how this little-known market works and why it should matter to consumers. He also explained how smart meters will eventually give consumers even greater power in managing their energy costs.

**Issues covered:**  
**Energy**  
**Consumer Matters**

**Length: 5:06**

Show # 2017-06

**Date aired:** 2/4/17 **Time Aired:** 07:00

**Martin Yate**, career and employment expert, author of "*Knock 'em Dead 2017: The Ultimate Job Search Guide*"

Mr. Yate explained why and how technology has fueled rapid changes in the job search market, on nearly a daily basis. He discussed the importance of using and repeating the most effective keywords in resumes. He also talked about the multiple ways that social networking can help to get job interviews and turn them into offers.

**Issues covered:**

**Length: 8:41**

**Employment  
Career**

**Elizabeth Mack, PhD**, Assistant Geography Professor, Michigan State University

Dr. Mack led a study that found that if water rates continue to rise at projected amounts, the number of U.S. households unable to afford water could triple in five years, to nearly 36 percent. She explained why water rates vary widely across the country. She also discussed the role that aging infrastructure and shrinking populations in major cities have in the cost of water.

**Issues covered:**

**Length: 8:23**

**Water  
Poverty  
Government Services**

**Kim Dulic**, spokesperson and Public Affairs Officer, U.S. Consumer Product Safety Commission

Every 30 minutes, a child in the U.S. is injured from a TV or furniture tip-over incident. Ms. Dulic encouraged consumers to consider how to secure televisions in homes where young children live or visit. She said inexpensive and easy-to-install products are available in order to prevent tip-over tragedies.

**Issues covered:**

**Length: 4:50**

**Child Safety  
Consumer Matters**

Show # 2017-07

**Date aired:** 2/11/17 **Time Aired:** 07:00

**Valerie Burton**, Certified Personal and Executive Coach, founder of The Coaching and Positive Psychology Institute, author of *Successful Women Speak Differently: 9 Habits That Build Confidence, Courage, and Influence*

Ms. Burton said the most successful women are often not the most talented, the most gifted, or even the most experienced. She believes the knack for communicating is what opens doors and gives women influence in the workplace. She outlined simple techniques women can utilize to be more clearly understood and respected.

**Issues covered:**

**Length: 8:48**

**Women's Issues  
Employment**

**John Hagan, PhD**, John D. Macarthur Professor of Sociology and Law, Northwestern University

Dr. Hagan led a study that uncovered a connection between increased unemployment rates and school shootings. He said the findings were consistent across the all regions of the U.S. and that shooters come from all backgrounds and income levels. He offered possible explanations behind this trend.

**Issues covered:**

**Length: 8:19**

**School Shootings  
Unemployment**



**Jason Hanson**, former CIA officer, security specialist, author of "*Spy Secrets That Can Save Your Life: A Former CIA Officer Reveals Safety and Survival Techniques to Keep You and Your Family Protected*"

Mr. Hanson discussed ways to prevent and react to home invasions or abductions. He explained simple steps the average homeowner can take to make a house criminal-proof. He also offered tips on how to stay safe while traveling.

**Issues covered:**  
Crime Prevention  
Personal Safety

**Length: 5:02**

Show # 2017-08

**Date aired:** 2/18/17 **Time Aired:** 07:00

**Sally Satel, MD**, psychiatrist based in Washington, D.C., lecturer at Yale University School of Medicine, W.H. Brady Fellow at the American Enterprise Institute

An estimated 2.6 Americans are addicted to opioids, including heroin, fentanyl and oxycodone. Dr. Satel discussed the epidemic. She said addiction has very little in common with other conventional diseases. She talked about the effectiveness of medical treatments such as methadone, but added that patients also need therapy, support and, in some cases, tough supervision.

**Issues covered:**  
Drug Abuse  
Mental Health

**Length: 9:24**

**Caleb Finch, PhD**, ARCO/William F. Kieschnick Professor in the Neurobiology of Aging at the University of Southern California's Leonard Davis School of Gerontology

Dr. Finch led a study that found that tiny particles that pollute the air—the kind that come mainly from power plants and automobiles—may greatly increase the chance of dementia and Alzheimer's disease. He said his research indicates that air pollution could be responsible for about 21 percent of all dementia cases.

**Issues covered:**  
Alzheimer's Disease  
Pollution  
Government Policies

**Length: 7:42**

**Andrew Friedson, PhD**, Assistant Professor of Economics, University of Colorado Denver

Prof. Friedson was the co-author of a study that found that people facing financial delinquencies or falling credit scores may be more likely to die at an early age. He outlined the possible reasons behind this trend. He said government officials should keep these potential life-and-death outcomes in mind when formulating fiscal, monetary or entitlement policies.

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

**Length: 4:55**

# February 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	<del>4</del> ✓
5	6	7	8	9	10	<del>11</del> ✓
12	13	14	15	16	17	<del>18</del> ✓
19	20	21	22	23	24	<del>25</del> ✓
26	27	28				

Show # 2017-09

**Date aired:** 2/25/17 **Time Aired:** 07:00

**Andrew D. Eschtruth**, Associate Director for External Relations at the Center for Retirement Research at Boston College, co-author of *"Falling Short: The Coming Retirement Crisis and What to Do About It"*

Americans are not saving enough for retirement and most won't have enough to maintain their lifestyle, or retire when they want. Mr. Eschtruth explained the reasons behind the problem and what the average consumer can do to better prepare for retirement. He also outlined changes needed in the 401k system that could help avert a crisis.

**Issues covered:**

**Length: 10:54**

**Retirement  
Government Policies  
Personal Finance**

**Ellen Peters, PhD**, Professor of Psychology and Director of the Behavioral Decision Making Initiative at Ohio State University

Dr. Peters led a study that examined how people perceived their math abilities, then compared it to their actual skills. About 20% who say they are bad at math in fact score in the top half of those taking an objective test. But a third of people who say they are good at math actually score in the bottom half. She explained why it is important for parents to encourage their children's enjoyment of math.

**Issues covered:**

**Length: 6:27**

**Education  
Personal Finance**

**Les Bernal**, Executive Director of Stop Predatory Gambling

Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

**Issues covered:**

**Length: 5:07**

**Gambling Addiction  
Government Policies**

Show # 2017-10

**Date aired:** 3/4/17 **Time Aired:** 07:00

**Jamie E. Wright**, attorney, partner in the Los Angeles-based Millennial Government Affairs group

African Americans make up fewer than five percent of the lawyers in the U.S., and minorities and women are underrepresented in many career categories. Ms. Wright shared her story as an African American woman who broke through the barriers to become a successful millennial attorney. She offered suggestions for women and people of color who want to reach for their dreams.

**Issues covered:**

**Length: 8:30**

**Minority Concerns  
Women's Issues  
Career**

**Laura Adams**, Senior Insurance Analyst at insuranceQuotes.com

A recent study by Ms. Adams' organization found that more than half of U.S. drivers have not switched auto insurance companies in at least eight years and about 6% have stuck with the same provider for more than 30 years cases. She said most consumers don't price-compare frequently enough and she offered several money-saving strategies.

**Issues covered:**

**Length: 8:44**

**Consumer Matters  
Personal Finance**

**Samira K. Beckwith**, end of lifecare expert, President/CEO of HOPE Healthcare Services

Talking with a dying loved one is a difficult task. Ms. Beckwith offered suggestions on how to open a conversation with a terminally-ill patient. She said some doctors avoid having difficult conversations with their dying patients and will order needless treatments rather than tell their patients that they've exhausted all the treatment options.

**Issues covered:**

**Length: 4:50**

**End of Life Issues  
Personal Health  
Senior Citizens**

Show # 2017-11

**Date aired:** 3/11/17 **Time Aired:** 07:00

**Robert Meyer, PhD**, Frederick H. Ecker/MetLife Insurance Professor of Marketing at the Wharton School of the University of Pennsylvania, Co-Director of the Wharton Risk Management and Decision Processes Center, co-author of "*The Ostrich Paradox: Why We Underprepare for Disasters*"

Our ability to predict certain types of natural catastrophes has never been greater. Yet, people consistently fail to heed warnings and protect themselves and their communities, with devastating consequences. Dr. Meyer discussed what government authorities and individuals can do to prepare.

**Issues covered:**

**Length: 9:39**

**Disaster Preparedness  
Government Policies**

**Daniel Karpowitz, PhD**, Director of Policy and Academics for the Bard Prison Initiative, Lecturer in Law and the Humanities at Bard College in Annandale-on-Hudson, NY, Co-founder of the Consortium for the Liberal Arts in Prison, author of "*College in Prison: Reading in an Age of Mass Incarceration*"

Prof. Karpowitz explained how and why Bard College has provided hundreds of convicts across the country access to a high-quality liberal arts education. He said inmate students are expected to meet the same requirements as students on a traditional campus. He said that although education reduces the rate at which convicts return to prison, higher education should never be measured in that manner.

**Issues covered:**

**Length: 7:37**

**Education  
Criminal Rehabilitation**

**Kendrin Sonnevile, ScD, RD, LDN**, Research Scientist, Clinical Nutrition Specialist at Children's Hospital, Boston

Dr. Sonnevile conducted a study that found that teenage girl athletes with the highest levels of vitamin D in their diets were half as likely to suffer a stress fracture. She said vitamin D deficiencies in teen girls are common. She explained which activities are most commonly associated with stress fractures and recommended ways to get enough vitamin D.

**Issues covered:**

**Personal Health**

**Women's Issues**

**Length: 5:03**

Show # 2017-12

**Date aired:** 3/18/17 **Time Aired:** 07:00

**David C. Berliner, PhD**, education expert, author, Regents' Professor of Education Emeritus at Arizona State University

Dr. Berliner disputed the idea that the nation's public schools are failing. He said family wealth and income is the greatest predictor of a student's performance and that many schools perform well. He noted that children attending public schools that serve the wealthy in the U.S. are competitive with any nation in the world. He offered suggestions for how schools, policymakers and parents can help low-income students.

**Issues covered:**

**Education**

**Poverty**

**Parenting**

**Length: 8:54**

**Adam Alter, PhD**, Associate Professor of Marketing at New York University's Stern School of Business, author of *"Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked"*

Prof. Alter called this the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. He said Americans spend an average of three hours each day using smartphones, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. He explained why so many of today's products are irresistible and how consumers can set boundaries between work and play, and mitigate the dark side of technology.

**Issues covered:**

**Mental Health**

**Consumer Matters**

**Length: 8:13**

**Richard Ponziani**, traffic safety researcher, President of RLP Engineering of Dayton, OH

Mr. Ponziani recently conducted a study that found that drivers fail to use turn signals nearly half the time when making a lane change and 25% of the time when turning. He said the failure to use turn signals results in as many as 2 million traffic accidents each year. He explained some possible solutions to the problem.

**Issues covered:**

**Traffic Safety**

**Consumer Matters**

**Length: 4:59**

Show # 2017-13

**Date aired:** 3/25/17 **Time Aired:** 07:00

**Kevin Davis**, journalist, author of *"The Brain Defense: Murder in Manhattan and the Dawn of Neuroscience in America's Courtrooms"*

In the past 25 years, neuroscience has become a prominent factor in many court cases. Defense attorneys are successfully arguing that a defendant may not be responsible for a crime or should receive a lesser punishment because of brain abnormalities or injuries. Mr. Davis discussed how this is changing how judges and juries define responsibility and assign punishment.

**Issues covered:**  
**Criminal Justice**  
**Mental Health**

**Length:** 7:22

**Richard Horowitz, MD**, Lyme disease expert, founder of the Hudson Valley Healing Arts Center in Hyde Park, NY, author of *"How Can I Get Better?: An Action Plan For Treating Resistant Lyme And Chronic Disease"*

Dr. Horowitz said victims of Lyme disease are often misdiagnosed with other illnesses such as chronic fatigue syndrome, fibromyalgia, multiple sclerosis, or rheumatoid arthritis. He added that the number of Lyme cases is growing at an alarming rate each year, reaching epidemic proportions. He explained how to identify symptoms and work with a qualified specialist for the best possible treatment outcome.

**Issues covered:**  
**Lyme disease**  
**Personal Health**

**Length:** 9:55

**Robert Hyldahl, PhD**, Assistant Professor of Exercise Sciences, Brigham Young University

Dr. Hyldahl co-authored a study that found that running appears to reduce inflammation in the knee joint—not increase it, as commonly believed. He said his research suggests that running may actually protect knees during the aging process, and safeguard against degenerative diseases like osteoarthritis.

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

**Length:** 5:01