

Quarterly Issues Report
KWFM-AM 1330

October 1, 2013
Through
December 31, 2013

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The following is the Quarterly Issues Report for KWFM-AM 1330- Tucson, AZ. for the fourth quarter of 2013. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between October 1, 2013 through December 31, 2013. KWFM-AM continues to run the previous quarter Public Service Announcements with the newly added PSA's to strengthen the 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

Cyber Bullying

As last quarter, our listener ship continues to be mostly women. Program material is not gender specific. KWFM-AM is undergoing a 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" information 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.

We continue to work closely with InfoTrack, a weekly public affairs program. We have found our listeners prefer the issues covered by this program over others previously offered. We supplement these programs with local content to strengthen the community interaction with the material and the station.

The following Public Service Announcements aired on KWFM-AM during the fourth quarter of 2013: October 1, 2013 through December 31, 2013.

Arizona Humane Society

Stop Texts – Stop Wrecks

Teacher Recruitment

Toys for Tots

Toys for Joy

International Fellowship of Christians and Jews

Caregiver Assistance

High School drop-out prevention

Cyber Bullying

Addiction Treatment

American Heart Association – Quit Smoking

Child Passenger Safety

COPD Awareness

Hunger Prevention

Stroke Prevention

Colorectal Cancer Screening

CPR Instructional To Save Lives

Eyesight Protection

Recording Artists Against Drunk Driving

Don't Text and Drive

United Way Mentoring

AFib in Women Awareness

Reduce Wild Fires

Childhood Obesity

Fatherhood Involvement

Childhood Asthma

A Better Life - Persistence, Achievement, Optimism, Commitment

KWFM-AM continues to support anti-bullying and cyber bullying by working with DoSomething.org to promote prevention of this dangerous trend. In the United States bullying has become an epidemic, not only against children, but against adults, families and corporations. Good reputations are ruined in minutes because websites are allowing negative or even false information to be posted online. Due to social media and search engines the information spreads quickly and is usually permanent. Broadcasters can play a critical role in encouraging the community at large about actions they can take to prevent and stop all forms of bullying. KWFM-AM has taken additional steps along with Public Service Announcements by publishing and posting announcements against bullying.

KWFM-AM also continues to support Autism Speaks, Skin Cancer Awareness, and other local, seasonal non-profits such as Toys for Tots and Toys for Joy over the Holiday season. We also continue to support global issues such as the International fellowship of Christians and Jews to bring awareness to the devastation caused by the winter storm in Jerusalem in December 2013.

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-AM

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2013

Show # 2013-40

Date aired: 10/15/13 Time Aired: 12:00

Shawn Achor, former Professor of Psychology at Harvard University, CEO of Aspirant, a Cambridge-based consulting firm, author of *"The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work"*

Conventional wisdom is that happiness is a result of success, but Dr. Achor said his research in psychology and neuroscience has proven that the opposite is true: happy people become successful. He explains how employees and managers can reprogram their brains to become more positive in order to gain a competitive edge at work.

Issues covered:
Workplace Matters
Mental Health

Length: 8:27

Ralph Sacco, MD, immediate past-president of the American Heart Association, neurologist at the Miller School of Medicine at the University of Miami

The incidence of strokes among Americans age 45 and younger is rising dramatically. Dr. Sacco explained the likely reasons for this trend and why he is so concerned about it. He talked about the types of disabilities that stroke victims face and the likelihood of recovery. He also suggested steps to prevent a stroke.

Issues covered:
Strokes
Personal Health
Senior Citizens

Length: 8:44

Sarah Welch, organizational expert, co-author of *"Pretty Neat: The Buttoned-Up Way to Get Organized and Let Go of Perfection"*

Ms. Welch said nearly everyone believes that they need to be more organized, but that media images have made it more intimidating than ever. She said that people need to stop holding themselves to impossibly high standards, and focus instead on defining their own, realistic organizational goals. She outlined the steps to get started.

Issues covered:
Personal Productivity
Workplace Matters
Mental Health

Length: 5:04

Show # 2013-41

Date aired: 10/12/13 Time Aired: 12:00

Anthony Carnevale, PhD, Director and Research Professor of the Georgetown University Center on Education and the Workforce

Americans in their 20s and early 30s are the most educated generation ever, but it's taking a lot longer for them to launch their careers. Dr. Carnevale explained how structural economic shifts and two recessions have turned this into the "lost decade" for Millennials, particularly men. He said the new demands for advanced skills in today's job market mean that young adults need more education and training--something that today's universities are failing to deliver.

Issues covered:

**Unemployment
Education**

Length: 8:18

Vicki Bogan, PhD, economist, Associate Professor at the Charles H. Dyson School of Applied Economics and Management at Cornell University

Dr. Bogan conducted a study of 529 savings plans, which are special tax-favored savings accounts intended to help families save for future college costs. Her study found that fees in these plans are surprisingly high, and the more valuable the state tax break, the higher the fees in a state's plan. She said the complexity of 529 plans often discourages parents from utilizing them. She explained how parents can learn to make wise decisions on saving for college.

Issues covered:

**Education
Personal Finance
Parenting Issues
Government**

Length: 8:56

Jay M. Harvey, MD, pediatrician in Trinity, FL

Choosing a pediatrician is one the toughest challenges faced by a new parent. Dr. Harvey explained how parents can make wise choices when selecting a pediatrician for their child, and what basic step parents can take to improve their children's health.

Issues covered:

**Personal Health
Parenting Issues**

Length: 4:48

Show # 2013-42

Date aired: 10/19/13 Time Aired: 12:00

Ayal A. Aizer, MD, MHS, Chief Resident of the Harvard Radiation Oncology Program, Massachusetts General Hospital

Dr. Aizer talked about his study that found that cancer patients who are married are more likely to survive the disease than non-married cancer patients. He discussed the possible reasons behind this trend. He believes that the social support of a spouse is very important in health outcomes. He said patients who are married are also 50% more likely to receive recommended treatments for curable forms of cancer.

Issues covered:

**Personal Health
Cancer**

Length: 7:21

Marriage

Susan Eva Porter, PhD, school administrator and counselor, author of "*Bully Nation: Why America's Approach to Childhood Aggression is Bad for Everyone*"

Dr. Porter said she believes that today's children are no more aggressive or violent than previous generations, but our nation's sensitivity to bullying has increased dramatically. She said recent legislation targeting bullying has been largely ineffective, and does not help youngsters in the long run. She said labeling a child as a bully or victim also does more harm than good. She also said it's difficult to understand the size of the problem because national bullying statistics are very inconsistent.

Issues covered:
Bullying
Children's Issues

Length: 9:50

Edward S. Kubany, PhD, clinical psychologist, author of "*Healing the Trauma of Domestic Violence*"

Dr. Kubany discussed how victims of abuse can begin to recover and take back their lives. He explained where abuse typically begins in a relationship and how women can identify potential abusive men before becoming involved with them. He said most abused women also experience post-traumatic stress disorder.

Issues covered:
Domestic Violence
Women's Issues
Mental Health

Length: 4:37

Show # 2013-43

Date aired: 10/26/13 **Time Aired:** 12:00

Richard Arum, PhD, Professor in the Dept. of Sociology with a joint appointment in the Steinhardt School of Education at New York University, Director of the Education Research Program of the Social Science Research Council, author of "*Academically Adrift: Limited Learning on College Campuses*"

Dr. Arum believes that the nation's higher-education system is effectively broken. His study of thousands of students found that while many leave college with degrees, a large percentage of them show little to no improvement in critical thinking or complex reasoning skills. He explained the reasons behind this disturbing trend and how it could be corrected.

Issues covered:
Education
Unemployment

Length: 10:01

Michael Pravica, PhD, Assistant Professor of Physics at the University of Nevada, expert in the physics of auto safety and crashes

Prof. Pravica discussed the role of physics in the understanding and investigation of car crashes. He talked about some of the most common misconceptions about speed. He also explained why he thinks that drivers should have an understanding of basic physics in order to drive more safely.

Issues covered:
Auto Safety
Science

Length: 7:10

J. Todd Lawrence, M.D., Ph.D., orthopedic surgeon at The Children's Hospital of Philadelphia, expert in sports-related injuries

Dr. Lawrence was the lead investigator of a study that found that sports-related knee injuries in children increased more than 400% over the past 12 years. He explained which sports are the most dangerous, and what types of injuries are most common. He also offered advice to parents and student athletes on how to prevent knee injuries.

Issues covered:
Children's Health
Parenting

Length: 4:46

Show # 2013-44

Date aired: 11/2/13 **Time Aired:** 12:00

Ann Dowsett Johnston, award-winning journalist, author of "*Drink: The Intimate Relationship Between Women And Alcohol*"

Ms. Johnston said women have closed the gender gap in the past decade, not only in their professional and educational lives, but also in terms of alcohol abuse. She noted that corporations have developed marketing strategies and products targeted exclusively to women. She expressed particular concern that alcohol manufacturers are now using social media to target teenage girls for marketing messages.

Issues covered:
Substance Abuse
Women's Issues

Length: 9:27

Kathryn Edin, PhD, Professor of Public Policy and Management at the John F. Kennedy School of Government at Harvard University, co-author of "*Doing the Best I Can: Fatherhood in the Inner City*"

Dr. Edin studied fatherhood among inner city men who are sometimes called "deadbeat dads." She said the term does not accurately describe today's urban fathers, many of whom take pride in being involved in the lives of some of their children. She explained how economic and cultural changes have transformed the meaning of fatherhood among the urban poor.

Issues covered:
Inner City Issues
Parenting
Poverty

Length: 7:36

David L. Roth, Ph.D., Director of the Johns Hopkins University Center on Aging and Health

Dr. Roth's research found that caregivers assisting chronically ill or disabled family members had an 18 percent lower death rate than similar people who were non-caregivers. He talked about the possible reasons behind this surprising finding.

Issues covered:
Senior Citizens
Personal Health
Family

Length: 4:49

Show # 2013-45

Date aired: 11/9/13 **Time Aired:** 12:00

Brian Reich, expert in new media and social networking, SVP and Global Editor for Edelman, author of "*Shift & Reset: Strategies for Addressing Serious Issues In A Connected Society*"

Mr. Reich believes that our connected society can be more effectively used to address the nation's critical challenges. He explained how non-profit organizations and volunteer groups should take advantage of rapidly changing technologies and new methods of communication to overcome the huge barriers facing the cause/philanthropy community.

Issues covered:

Length: 9:25

Volunteerism
Philanthropy
Community Improvement

Karen Pierce, PhD, neuroscientist, Co-Director of Functional Brain Imaging at the University of California San Diego Autism Center of Excellence, Assistant Research Neuroscientist in the Department of Neurosciences

1 in 100 children in the US have some form of autism. Dr. Pierce tested a simple checklist that can reliably diagnose autism in children by age 1. She explained the most common signs of the disorder and discussed recent advancements in treating it. She also offered optimistic advice for a parent whose child is diagnosed with autism.

Issues covered:

Length: 7:50

Autism
Children's Issues

Joshua Rosenbloom, student at Harvard Medical School

Mr. Rosenbloom led a study that examined whether alcohol can be good for the heart. His research found that women who survived a heart attack had a 35% lower chance of dying if they drank wine, beer or hard liquor in moderation.

Issues covered:

Length: 4:27

Personal Health

Show # 2013-46

Date aired: 11/16/13 **Time Aired:** 12:00

Brad J. Bushman, PhD, Professor of Communication and Psychology, Margaret Hall and Robert Randal Rinehart Chair of Mass Communication at Ohio State University

Dr. Bushman's research found that gun violence in movies rated PG-13 has more than tripled since PG-13 was introduced in 1985. In fact, he found that today's PG-13 films depict more violence than R-rated movies. Dr. Bushman explained why parents should be concerned. He said the patchwork of different rating systems for TV, movies and video games is confusing for parents and should be standardized.

Issues covered:

Length: 9:01

Parenting
Media

Stewart D. Friedman, PhD, Professor at the Wharton School of Business at the University of Pennsylvania, Founding Director of the Wharton Leadership Program and Wharton's Work/Life Integration Project, author of "*Baby Bust: New Choices for Men and Women in Work and Family*"

Dr. Friedman studied two classes of Wharton School of Business students, and found stunning results: the rate of graduates who plan to have children has dropped by nearly half over the past 20 years. He outlined the reasons for this disturbing trend and explained why this could be a huge problem for our society. He also offered some potential solutions.

Issues covered:

Length: 8:04

**Parenting
Career
Education**

Chris & Toren Volkmann, co- authors of "*Our Drink: Detoxing the Perfect Family*"

Chris and Toren offered their perspective on college drinking, as a mother and son who personally suffered the effects. They discussed warning signs of excessive drinking that both parents and college students should be aware of, and talked about the changing attitudes on college campuses.

Issues covered:

Length: 4:36

**Substance Abuse
Youth at Risk
Parenting Issues**

Show # 2013-47

Date aired: 11/23/13 **Time Aired:** 12:00

David Payne, Staff Economist at The Kiplinger Letter, overseeing Kiplinger forecasts for the US and world economies

More than 11 million Americans are unable to find work, yet there are 3.9 million job openings. Mr. Payne explained why many employers say they are having trouble filling positions. He said the majority of unemployed persons do not have the high-tech skills needed for most of the unfilled jobs. He said community colleges are an excellent resource for job hunters to gain skills to improve their prospects.

Issues covered:

Length: 9:01

**Unemployment
Education**

Patti Feuereisen, PhD, psychologist who specializes in therapy for survivors of sexual abuse

Dr. Feuereisen said that one in four girls will experience some form of sexual abuse by the age of sixteen. Many women never share their stories, but she believes that the healing process cannot begin until women talk about their experiences.

Issues covered:

Length: 9:38

**Sexual Abuse
Women's Issues
Mental Health**

Samira 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:
End of Life Issues
Personal Health
Senior Citizens

Length: 4:36

Show # 2013-48

Date aired: 11/30/13 **Time Aired:** 12:00

Lisa M. Jones, PhD, Research Associate Professor of Psychology at the Crimes Against Children Research Center at the University of New Hampshire

Dr. Jones co-authored a recent study that found that teen sexting of sexually-oriented photos online or via cell phone may be far less common than people think. She summarized the findings and offered advice for concerned parents. She also discussed a second study she co-authored that examined how law enforcement agencies handle sexting investigations.

Issues covered:
Crime
Youth at Risk
Parenting

Length: 7:18

Christopher J. Conover, Research Scholar at Duke University's Center for Health Policy and Inequalities Research and an Adjunct Scholar at the American Enterprise Institute

Mr. Conover said both Social Security and Medicare are fiscally unsustainable in part because life expectancy has increased substantially since these programs began. He outlined what he believes are the most effective changes to restore the system to long-term viability.

Issues covered:
Senior Citizens
Retirement Planning

Length: 9:57

Jessica Miller, commercial real estate advisor, Principal with NegotiationPlus.com, co-author of "A Woman's Guide to Successful Negotiating, Second Edition"

Ms. Miller talked about the most common mistakes made by women in negotiations and the reasons behind those difficulties. She offered tips for women in scenarios such as bargaining for a car, and negotiating a divorce settlement.

Issues covered:
Women's Issues
Workplace Matters
Consumer Matters

Length: 5:04

Show # 2013-49

Date aired: 12/7/13 **Time Aired:** 12:00

Captain Charles Moore, environmental researcher, internationally-recognized pollution expert, founder of the Algalita Marine Research Foundation, author of "*Plastic Ocean: How a Sea Captain's Chance Discovery Launched a Determined Quest to Save the Oceans*"

Capt. Moore shared his story of accidentally discovering a 1000 square mile mass of plastic scraps in the Pacific Ocean in 1997. He explained where this "plastic soup" is originating and why it collects in that one location. He said little can be done to remove it, but he outlined steps that cities can take to keep plastic out of the environment.

Issues covered:
Environment
Consumer Matters

Length: 7:18

Sebastian K. Young, inspirational entrepreneur, author of "*I Had Every Excuse to Fail But I Chose None*"

When he was a youngster, Mr. Young's mother was brutally murdered. He talked about the challenges he faced as a result, and how he chose to forgive the killer in order to move forward in life. He explained how the wisdom his grandparents shared with him helped in making wise choices and in becoming a determined leader.

Issues covered:
Youth at Risk
Crime
Minority Concerns

Length: 9:57

Laura Arrillaga-Andreessen, Founder and former Chairman of SV2 (Silicon Valley Social Venture Fund), a venture philanthropy fund, Professor of Strategic Philanthropy at Stanford Graduate School of Business, author of "*Giving 2.0: Transform Your Giving and Our World Second Edition*"

The United States is the world's most generous nation. Ms. Arrillaga-Andreessen shared statistics that illustrate the charitable efforts of individual Americans. She suggested ways to maximize the impact of online contributions and offered advice to parents on how to raise a more giving family

Issues covered:
Charitable Donations
Volunteerism

Length: 5:04

Show # 2013-50

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

Marjorie Treu, Career Coach and Management Consultant, author of "*78 Mistakes New Managers Make; What You Need to Know to Avoid Career Suicide*"

Ms. Treu offered suggestions for employees who may be concerned about potential layoffs. She outlined possible warning signs and how employees should react to them. She discussed the most common mistakes that may affect job security. She outlined other ways to successfully adapt to a changing job market.

Issues covered:
Unemployment
Workplace Matters

Length: 9:42

Shawn Bushway, PhD, Associate Professor of Criminal Justice at the State University of New York, Albany

Dr. Bushway was the co-author of a study that found that by age 23, almost a third of Americans have been arrested for a crime. He talked about the reasons behind this trend and how changes in policing may have affected it. He also discussed the possible employment ramifications, as many young people are unable to pass a background check for certain jobs.

Issues covered:

Length: 7:28

**Crime
Youth At Risk**

Daniel Byrd, PhD, Research Director at the Greenlining Institute

Dr. Byrd led a 3-year study that found that black and white Americans are still miles apart regarding their perceptions of equality or inequality among racial groups. He outlined the results of his research, and discussed possible ways to increase awareness of racism.

Issues covered:

Length: 4:59

**Racism
Minority Concerns**

Show # 2013-51

Date aired: 12/21/13 **Time Aired:** 12:00

Michelle Garcia, Director of the Stalking Resource Center at the National Center for Victims of Crime

Nearly 3.5 million people over the age of 18 are stalked each year in the United States. Ms. Garcia talked about the most common stalker scenarios, and why the crime is so difficult to define. She also explained why new developments such as GPS and social networking sites have made it much easier for stalkers to target their victims.

Issues covered:

Length: 9:43

**Stalking
Crime
Women's Issues**

John Izzo, PhD, business consultant, author of "*Stepping Up: How Taking Responsibility Changes Everything*"

Mr. Izzo said that almost every problem, from personal and business challenges to social issues, can be solved if Americans looked to themselves to create change rather than expecting others to do it. He offered advice to employees who are afraid to speak up at work and how to encourage children to step up and improve problems they see in their community.

Issues covered:

Length: 7:33

**Workplace Matters
Community Involvement
Parenting**

Ron Shevlin, Senior Analyst with Aite Group, an independent research and advisory firm serving the financial services industry

Social media sites like Twitter and Facebook have empowered consumers in many new ways. Mr. Shevlin explained how these new tools have made it much easier to complain about a problem or to

influence corporate policies. He offered advice for the best ways for consumers to use social media to interact with companies.

Issues covered:
Consumer Matters
Technology

Length: 4:55

Show # 2013-52

Date aired: 12/28/13 **Time Aired:** 12:00

Gary Small, MD, Professor of Psychiatry and Biobehavioral Sciences, Parlow-Solomon Professor on Aging at the David Geffen School of Medicine at UCLA, Founding Director of the UCLA Memory Clinic and Director of the UCLA Center on Aging, author of "*The Alzheimer's Prevention Program: Keep Your Brain Healthy for the Rest of Your Life*"

About 5 million Americans have been diagnosed with Alzheimer's disease, and that number is expected to triple in the next few decades. Dr. Small talked about the most common risk factors, and the simple steps that can be taken to prevent or delay the onset of Alzheimer's disease.

Issues covered:
Personal Health
Senior Citizens

Length: 8:17

Maribeth Kuzmeski, MBA, CSP, business consultant, author of "*The Engaging Child: Raising Children to Speak, Write, and Have Relationship Skills Beyond Technology*"

Today's young people are more "connected" than any other generation in history, but many have difficulties with face-to-face social connections. Ms. Kuzmeski explained why many teens can barely carry on a basic conversation and have trouble articulating what they want or need. She outlined steps that parents can take to encourage the growth of communication and social skills in their children.

Issues covered:
Parenting
Family
Mental Health

Length: 8:53

Richard Lichenstein MD, Director of Pediatric Emergency Medicine Research at the University of Maryland School of Medicine

Wearing earphones while walking, biking or driving can be much riskier than most people think. Dr. Lichenstein recently conducted a study that found that headphone-related deaths have tripled in the past several years. He explained who is most likely to become a victim and the reasons that this behavior is so dangerous.

Issues covered:
Traffic Safety
Personal Health

Length: 4:55