

Quarterly Issues Report

KWFM-AM 1330

April 1, 2014
through
June 30, 2014

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The following is the **Quarterly Issues Report** for KWFM-AM 1330 - Tucson, AZ. for the second quarter of 2014. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between April 1, 2014 through June 30, 2014.

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

Child Welfare

Minority Discrimination

Discrimination of Women

The listenership continues to consist mostly of women. As always, 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 program airs on Saturday morning and is repeated on Sunday when possible.

The following Public Service Announcements aired on KWFM-AM during the second quarter of 2014: April 1, 2014 through June 30, 2014

Stop Bullying

Anti Cyberbullying

Addiction Treatment

American Heart Association - Real Women & Heart Disease

American Lung Association - Quit Smoking

Child Passenger Safety

COPD Awareness

Hunger Prevention

Stroke Prevention

Colorectal Cancer Screening

CPR Instructional To Save Lives

Eyesight Protection

Overactive Bladder Awareness

Recording Artists Against Drunk Driving

Caregiver Assistance

Teacher Recruitment

Shelter Pet Adoption (Dogs & Cats)

Foster Parents & Adoption

Meningitis Prevention

Skin Cancer - Tanning Awareness

KWFM-AM continues to take 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 also supports StopBullying.org and their effort to stop bullying in the memory of Rebecca Sedwick, a bullying victim who has gained national attention after committing suicide due to intense bullying.

KWFM-AM believes that broadcasters can play a critical role in encouraging parents to speak with their children about actions that they can take to prevent and stop bullying. It comes down to education and awareness. As a presence and voice on the air in the community we serve and the other communities around Arizona within the reach of the stations signal, it is possible to make a difference. KWFM-AM has also posted notices in their studios and offices.

Skin cancer prevention and the link to tanning has been presented in moderate rotation this quarter due to the increased risk of melanoma this time of year. We shall continue this PSA throughout the year as we believe skin cancer awareness highly benefits our community.

All public service announcements continue to 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, APRIL – JUNE, 2014

Show # 2014-14

Date aired: 4/5/14 Time Aired: 7:00

Gary Taubes, science and health journalist, author of "*Why We Get Fat, and What to Do About It*"

Mr. Taubes discussed the science of weight loss. He believes most people gain weight because they eat too many carbohydrates, and that the medical community has placed far too much emphasis on calories and dietary fat. He offered advice on how to make dietary changes for long-term weight loss and more energy.

Issues covered:
Personal Health
Nutrition

Length: 9:41

Ben Dattner, PhD, psychologist, executive coach, Adjunct Professor in Organizational Development at New York University, author of "*The Blame Game: How the Hidden Rules of Credit and Blame Determine Our Success and Failure*"

It's human nature to resort to blaming others, as well as to take more credit for successes than we should. Dr. Dattner said the dynamics of credit and blame are at the heart of every team and organization, and make or break every career. He explained how managers can change the culture of blame, and encourage employees to speak up or experiment with new approaches.

Issues covered:
Workplace Matters
Employment

Length: 7:26

Jonathan Adkins, spokesman for the Governors Highway Safety Association

A recent report from the Governors Highway Safety Association highlighted the role of speeding in traffic deaths. Mr. Adkins explained that, despite progress in nearly every other area of highway safety, speeding continues to be a factor in approximately one third of traffic deaths every year. He outlined several recommendations the report contained for both state and federal governments.

Issues covered:
Highway Safety
Government Policies

Length: 4:54

Show # 2014-15

Date aired: 4/12/14 Time Aired: 7:00

Eric Decker, PhD, Professor, Head of the Department of Food Science at the University of Massachusetts

Rancid foods are becoming more common, thanks to recent reductions in trans fats. Dr. Decker said consumers may have a kitchen full of toxic products and not know it. He explained why these products are potentially dangerous. He also talked about the foods most likely to become rancid and the telltale signs of rancidity that many consumers don't recognize.

Issues covered:
Food Safety
Personal Health
Consumer Matters

Length: 7:23

Lori Andrews, Law Professor, Director of the Institute for Science, Law & Technology at Illinois Institute of Technology, author of "*I Know Who You Are and I Saw What You Did: Social Networks and the Death of Privacy*"

If Facebook were a country, it would be the third largest nation in the world. Ms. Andrews believes that while social networks have made positive contributions to society, they have also greatly accelerated the erosion of personal privacy rights. She explained how social network sites can damage a person's career or marriage. She would like to see Congress pass new legal protections aimed at safeguarding the privacy of social network users.

Issues covered:
Privacy
Government Policy
Employment

Length: 9:51

Kevin Haley, Director of Product Management for Symantec Security Response

Today's smartphones hold a wealth of personal, financial and work-related data that thieves would love to get their hands on. So what happens when a phone is lost or stolen? Mr. Haley led a research project that intentionally lost 50 phones to see what data was accessed by the finder and whether the phones would be returned to their owners. The results were disconcerting. Mr. Haley offered advice for phone owners to protect their data.

Issues covered:
Crime
Privacy
Workplace Matters

Length: 5:04

Show # 2014-16

Date aired: 4/19/14 Time Aired: 7:00

Anne Perschel, PhD, leadership and organizational psychologist, President and Founder of Germane Consulting

Dr. Perschel recently co-authored a paper that concluded that corporations are leaving money on the table and forgoing future success by failing to move more women into senior leadership roles. She discussed the various obstacles faced by women who want to move up the corporate ladder and made suggestions on how to overcome them.

Issues covered:
Women's Issues
Discrimination
Career

Length: 9:03

Steven Kotler, science writer, author of "*Abundance: The Future Is Better Than You Think*"

Mr. Kotler believes that four powerful social and technological trends are converging today that will improve the lives of billions of people across the globe in the near future. He explained how governments, industry and entrepreneurs can adapt to these changing forces and harness them to solve the world's biggest problems, including shortages of water, food, energy and education.

Issues covered:
Economy
Science & Technology
Employment

Length: 8:05

Alison Borland, Vice President of Retirement Product Strategy at Aon Hewitt, a human resources firm based in Chicago

The Great Recession has led many Americans to dip into their retirement savings early, but minorities have withdrawn much more than other racial and ethnic groups, according to a new study from Ms. Borland's firm. She explained why Blacks and Hispanics have made these decisions and what they can do to shore up depleted 401(k) accounts.

Issues covered:
Retirement Planning
Minority Concerns
Senior Citizens

Length: 5:09

Show # 2014-17

Date aired: 4/26/14 **Time Aired:** 7:00

Ric Edelman, nationally-recognized financial advisor, syndicated columnist, author of "*The Truth About Retirement Plans and IRAs*"

Only half of all eligible Americans contribute to a retirement plan. Mr. Edelman explained how the average person can save for a comfortable retirement. He talked about the importance of 401(k)s, and IRAs. He also explained how to determine how much money a person may need in retirement, and the dangers of borrowing money from retirement funds.

Issues covered:
Personal Finance
Retirement
Senior Issues

Length: 8:31

James Hubbard, MD, family physician, author of "*Living Ready Pocket Manual - First Aid: Fundamentals for Survival*"

Dr. Hubbard discussed basic skills that everyone should know in the event of a medical emergency, and basic first aid supplies that every home should have on hand. He outlined steps to stop serious bleeding and what to do in the event someone simply collapses. He also talked about the lifesaving value of automated external defibrillators, which are found in many public places.

Issues covered:
Emergency Preparedness
Personal Health

Length: 8:44

Simon Davidoff, Water Expert and Director, Food & Beverage Industry for Siemens Water Technologies

Mr. Davidoff talked about little-known ways that water is wasted by consumers each year, both directly and indirectly. He explained how businesses are changing their practices to reduce water consumption and what the average person can do to determine and reduce their personal "water footprint."

Issues covered:
Environment
Consumer Matters

Length: 4:58

Show # 2014-18

Date aired: 5/3/14 **Time Aired:** 7:00

Mike Staver, strategic business advisor, CEO of The Staver Group, creator of the audio and video series "21 Ways to Defuse Anger and Calm People Down"

The U.S. Department of Labor has found that homicide is the fourth-leading cause of occupational death, and the leading cause of death for women in the workplace. Mr. Staver explained why workplace violence in the U.S. is a persistent and dangerous problem. He outlined ways to recognize warning signals and offered tips to defuse conflicts on the job.

Issues covered:
Workplace Violence
Mental Health
Crime

Length: 8:04

Jonathan Ladd, PhD, assistant professor of Government and Public Policy at Georgetown University, author of "Why Americans Hate The Media And How It Matters"

As recently as the early 1970s, the news media was one of the most respected institutions in the United States. Yet by the 1990s, this trust had all but evaporated. Dr. Ladd talked about the reasons that confidence in the press has declined so dramatically over the past 40 years. He also explained why this issue is so important in a healthy democracy.

Issues covered:
Media Issues
Voting
Consumer Matters

Length: 9:00

Jerry Brewer, MD, dermatologist and researcher at the Mayo Clinic

Dr. Brewer led a study that found that the risk of developing the most dangerous type of skin cancer is now more than six times higher among young adults than it was 40 years ago. He talked about the likely reasons behind this trend and why women under age 40 may be especially vulnerable.

Issues covered:
Cancer
Personal Health

Length: 4:51

Show # 2014-19

Date aired: 5/10/14 Time Aired: 7:00

Dorothy Espelage, PhD, bullying and youth violence expert, Professor of Child Development, Department of Educational Psychology, University of Illinois at Urbana-Champaign

Dr. Espelage led a youth survey that explored the prevalence of sexual harassment and sexual violence among middle school youth as well as the locations where these behaviors occur. She said that these incidents are extremely common in schools and that they are a strong predictor of dating violence as students move into high school.

Issues covered:
Sexual Harassment
Violence
Parenting

Length: 9:34

Greg Kaplan, PhD, Assistant Professor of Economics, Princeton University

Roughly one-third of all U.S. families live paycheck-to-paycheck, according to Dr. Kaplan's recent study. Surprisingly, he found that many of these are middle-class families who have decent incomes, but illiquid assets tied up in homes or retirement funds. He explained why this is so common and why it may not be as financially dangerous as it may appear.

Issues covered:
Economy
Personal Finance

Length: 7:46

Michelle Macy, MD, Assistant Professor of Emergency Medicine, University of Michigan

Dr. Macy's research found that that 90 percent of parent drivers admitted to distracted driving with kids in the car. She outlined ten types of driving distractions and explained why they are so dangerous. She also offered tips for parents who would like to minimize distractions on the road.

Issues covered:
Traffic Safety

Length: 4:45

Show # 2014-20

Date aired: 5/17/14 Time Aired: 7:00

Mike Gikas, Senior Electronics Editor at Consumer Reports

Smart phone theft is on the rise. A projected 3.1 million were stolen last year, according to a Consumer Reports survey. Mr. Gikas outlined the sensitive information that many phones contain, and he offered security tips to both prevent thefts and to minimize the loss of personal data if a phone is lost or stolen.

Issues covered:
Crime
Consumer Matters

Length: 8:56

Robert D. Morris, MD, PhD, environmental epidemiologist, drinking water research scientist, author of "*The Blue Death: Disease, Disaster & the Water We Drink*"

Dr. Morris believes that despite better overall health conditions, the nation's water supply remains a serious health risk. He talked about potential disease pathogens, toxic chemicals, decaying pipes and cancer risks. He discussed the growing body of research linking the chlorine relied on for water treatment with cancer and stillbirths. He also talked about the history of water-borne pathogens like cholera and typhoid.

Issues covered:
**Community Health
Environment**

Length: 8:17

Lynsey Romo, Assistant Professor of Communication, North Carolina State University

Prof. Romo led a study of school-aged kids and what their parents tell them about family finances. She found that parents often make gender-based distinctions in what they choose to talk about, and kids pick up on what they're *not* being told — sometimes drawing incorrect conclusions that can have repercussions for them in the future.

Issues covered:
**Parenting
Personal Finance**

Length: 4:59

Show # 2014-21

Date aired: 5/24/14 **Time Aired:** 7:00

Richard Bolles, career development expert, author of "*What Color Is Your Parachute? Guide to Rethinking Resumes*" and "*What Color Is Your Parachute? Guide to Rethinking Interviews*"

Mr. Bolles discussed the rapidly changing way companies locate and hire employees. He explained why the value of a resume has declined, and how job hunters can use more effective alternatives. He said prospective employees must be as up-to-the-minute in job hunting skills as they are in the work skills that they offer an employer.

Issues covered:
**Employment
Career**

Length: 8:58

Jean Illsley Clarke, PhD, internationally known parent educator, co-author of "*How Much Is Too Much?: Raising Likeable, Responsible, Respectful Children*"

Ms. Clarke believes that many of today's parents overindulge their children, often without even realizing it. She explained how to recognize overindulgence and why can be so damaging as kids grow into adulthood. She said assigning ongoing household chores to children is an excellent way to foster their responsibility and independence, and offered other tips for parents.

Issues covered:
Parenting Issues

Length: 8:13

Ron Montoya, Consumer Advice Editor at Edmunds.com

Mr. Montoya offered suggestions for shoppers who have poor credit to buy a new car. He said it is important for potential buyers to carefully check and clean up credit reports before applying for a car loan, and to try to get pre-approval before shopping. He also outlined other ways that buyers can demonstrate that they are a good credit risk.

Issues covered:
Consumer Matters
Personal Finance

Length: 4:53

Show # 2014-22

Date aired: 5/31/14 **Time Aired:** 7:00

Mai Fernandez, Executive Director of the National Center for Victims of Crime

Nearly 20 million violent and property crimes are committed each year in the US, but the numbers may not tell the whole story. Ms. Fernandez discussed the human impact of national crime statistics, and why fewer than half the crimes committed go unreported. She also talked about the effectiveness of victims' rights laws and the resources that are available to crime victims.

Issues covered:
Victims' Rights
Crime

Length: 7:05

Steve Pemberton, Divisional Vice President of Diversity and Inclusion at Walgreens, author of "*A Chance In The World: An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home*"

Mr. Pemberton shared his rags-to-riches journey, starting with a childhood of neglect and abusive foster homes. He said his primary refuge was in a box of books, and he explained how a love of reading transformed his life. He described his quest to uncover and understand his family's tragic past and how that has influenced him as a father. He also discussed the value of diversity in America and where we stand as a nation.

Issues covered:
Foster Care
Child Abuse
Diversity
Literacy

Length: 9:58

Lacey Plache, Chief Economist of Edmunds.com, an automotive web site

Only 35 percent of hybrid vehicle owners chose to purchase a hybrid again when they returned to the car market last year, according to an Edmunds.com analysis of new car registration data. Ms. Plache explained why conventional gas-powered cars are successfully competing against hybrids. She talked about the rapidly growing number of vehicles capable of delivering more than 30 miles per gallon.

Issues covered:
Consumer Matters
Energy
Environment

Length: 4:42

Show # 2014-23

Date aired: 6/7/14 **Time Aired:** 7:00

Michael Ford, Founding Director of the Center for the Study of the American Dream at Xavier University

97.5 percent of immigrants who want to become American citizens successfully pass a naturalization test. Mr. Ford's organization found that at least 35% of native-born Americans are not sufficiently educated to pass the same test. He explained why civic illiteracy is a serious threat to the American

Dream. He talked about the disappearance of civics classes from the nation's high schools in the past several decades.

Issues covered:

Length: 7:44

**Education
Citizenship
Voting**

Cynthia Hammond-Davis, author of "*If I Knew Then What I Know Now! College & Financial Aid Planning From A Parent's Perspective*"

Planning for college is more complex than ever. Ms. Hammond-Davis said the financial aid planning process should start as early in a child's life as possible. She shared the story of her struggle to help her son sort out the complex universe of college searches, financial aid, scholarships, athletics and extracurricular activities.

Issues covered:

Length: 9:24

**Education
Parenting
Consumer Matters**

Robert Whelan, PhD, postdoctoral research fellow at the University of Vermont

Dr. Whelan led a recent brain-imaging study of that examined similarities and differences in the brains of teens with ADHD vs. those who use drugs or alcohol. He said that the impulsivity that leads kids to blow off their homework and the impulsiveness that drives kids use drugs or alcohol are not the same, neurologically speaking. He talked about possible ways to help young people who may be diagnosed before they actually get into trouble.

Issues covered:

Length: 5:05

**Drug & Alcohol Abuse
Learning Disabilities
Youth at Risk**

Show # 2014-24

Date aired: 6/14/14 **Time Aired:** 7:00

Christopher Wildeman, PhD, Associate Professor of Sociology, faculty fellow at the Center for Research on Inequalities and the Life Course, faculty fellow at the Institution for Social and Policy Studies at Yale University

Dr. Wildeman recently conducted a study at Yale that found that approximately 12% of American children will suffer from neglect or physical, emotional, or sexual abuse before they turn 18 years old. He explained why his research yielded dramatically higher rates of maltreatment than official government figures. He offered suggestions for changes in public policy to deal with the problem.

Issues covered:

Length: 9:10

**Child Abuse & Neglect
Government Policies
Parenting**

Cash Nickerson, employment expert, attorney, author of "*BOOMERangs: Engaging the Aging Workforce in America*"

As nearly 80 million Baby Boomers approach the traditional age of retirement, Mr. Nickerson said many want to continue to work, and the economy needs them. He discussed the challenges that surround an aging working population and offered ideas on how older workers can make a gradual transition into retirement, rather than a sudden exit from the workforce.

Issues covered:
Senior Citizens
Employment

Length: 8:07

Jeff Haig, Chair of the UCLA Scholarship Admissions Committee, co-author of the book "*Unlock Your Educational Potential*"

Mr. Haig talked about the value of summertime activities as a strategic opportunity for students planning for college. He believes that many common summer activities can be used to broaden a student's horizons and get a leg up in the competitive college admittance process.

Issues covered:
Education
Children's Issues

Length: 5:02

Show # 2014-25

Date aired: 6/21/14 **Time Aired:** 7:00

Enrico Moretti, PhD, Professor of Economics at the University of California, Berkeley, Director of the Infrastructure and Urbanization Program at the International Growth Centre at the London School of Economics and Oxford University, author of "*The New Geography of Jobs*"

Dr. Moretti said an unprecedented redistribution of jobs, population and wealth is underway in America, and he believes it will accelerate in years to come. He talked about the emergence of a few US cities as centers of innovation with highly-educated labor forces, and explained why other regions of the country cannot compete economically. He offered advice for young people who are considering career choices and weighing the value of a college education.

Issues covered:
Employment
Education
Government Policies

Length: 8:54

Victoria Moran, board-certified holistic health counselor, founder of Main Street Vegan Academy, which trains and certifies Vegan Lifestyle Coaches, author of "*Main Street Vegan*"

Ms. Moran discussed veganism and outlined the reasons that millions of Americans have chosen to avoid all animal-based products. She offered suggestions on how a person can decide whether the lifestyle choice is right for them, and talked about the challenges vegans often face in raising kids, travelling and eating out.

Issues covered:
Nutrition and Health
Consumer Matters

Length: 8:10

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 # 2014-26

Date aired: 6/28/14 **Time Aired:** 7:00

Peter Cappelli, George W. Taylor Professor of Management at The Wharton School and Director of Wharton's Center for Human Resources at the University of Pennsylvania, Research Associate at the National Bureau of Economic Research in Cambridge, MA, author of "*Why Good People Can't Get Jobs*"

Despite high unemployment rates, companies often believe that they cannot find the employees they need, arguing that applicants are not qualified or won't accept jobs at the wages offered. Dr. Cappelli discussed the underlying reasons that jobs are going unfilled. He believes that employers often maintain bad hiring methods and unrealistic expectations. He offered advice for unemployed and recently-graduated job seekers.

Issues covered:
Unemployment
Government Policies
Economy

Length: 10:15

Jeff Deyette, Senior Energy Analyst/Assistant Director of Energy Research & Analysis at the Union of Concerned Scientists, co-author of "*Cooler Smarter: Practical Steps for Low-Carbon Living*"

Mr. Deyette's organization conducted a two-year study of simple steps that consumers can take to reduce their own global warming emissions by 20 percent. He outlined some of most effective ways to save energy and money, and shared some of the most surprising energy-saving myths.

Issues covered:
Environment
Global Warming
Consumer Matters

Length: 6:59

Dan Hannan, CSP, safety, health and environmental expert, author of "*Preventing Home Accidents*"

Accidents in the home injure more than 12 million Americans every year and are the fifth leading cause of death. Mr. Hannan talked about the most common accidents and how to avoid them. He also explained why there is a lack of education resources for people concerned about home safety.

Issues covered:
Home Safety

Length: 5:05