

Quarterly Issues Report

KWFM-AM 1330

January 1, 2016
through
March 31, 2016

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The following is the **Quarterly Issues Report** for KWFM-AM 1330 - Tucson, AZ. for the first quarter of 2016. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between January 1, 2016 through March 31, 2016.

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

Minority Discrimination

Poverty & The Economy

Women's Domestic Interests

We surveyed the community by calling 44 established businesses. Our research found that minority discrimination ranked highest on the survey. Most all businesses are minority owned in our coverage area. All stated they could barely maintain their business and some stated they may not survive beyond the current quarter. Survey and results attached. As always, our listeners are 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 2016: January 1, 2016 through March 31, 2016.

Skin Cancer Awareness

Heroin Addiction Prevention

American Heart Association - Real Women & Heart Disease

American Lung Association - Quit Smoking

Child Passenger Safety

COPD Awareness

Hunger Prevention

Stroke Prevention

Stop Bullying

Bullying Prevention

Colorectal Cancer Screening

CPR Instructional To Save Lives

Eyesight Protection

KWFM-AM continues to take a stand against Bulling by working with the AdCouncil and the National Association of Broadcasters to promote prevention of this dangerous trend. 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. We also believe that keeping Bullying Awareness in the public ear through public service announcements, that adults may take action to prevent 'adult' 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, JANUARY-MARCH, 2016

Show # 2016-01

Date aired: 1/2/16 Time Aired: 07:00

John A. Eterno, Ph.D., Professor, Associate Dean and Director of Graduate Studies in Criminal Justice at Molloy College, former Captain with the New York City Police Department, co-author of *"The Crime Numbers Game: Management by Manipulation"*

Dr. Eterno conducted the first scientific examination of crime statistics manipulation in the New York City Police Department. He explained how increasing pressure to show decreasing crime rates by any means necessary has affected police departments throughout the United States. He discussed how this affects crime victims and explained what citizens can do, to ensure that their local police department is reporting crime statistics in an honest manner.

Issues covered:

Length: 8:47

**Crime
Government Policies**

Kristen Copeland, MD, Assistant Professor of Pediatrics at Cincinnati Children's Hospital Medical Center

75% of young children in the US are in some form of pre-school or daycare outside the home. Dr. Copeland conducted a study that found that most children in daycare get far too little exercise. She explained the reasons behind this trend and why parents should be concerned. She outlined the types of questions parents should ask when they are looking for a pre-school or daycare center.

Issues covered:

Length: 8:24

**Children's Health
Parenting
Education**

Phil Reed, Senior Consumer Advice Editor at Edmunds.com

Today's cars no longer need to have their oil changed every 3,000 miles. Mr. Reed talked about design improvements in recent years, and how drivers can decide when it really is time for an oil change. He talked about the positive effects of this rapidly advancing technology for both the environment and consumers' pocketbooks.

Issues covered:

Length: 4:52

**Environment
Consumer Matters**

Show # 2016-02

Date aired: 1/9/16 Time Aired: 07:00

Jane Bryant Quinn, personal finance journalist, syndicated columnist, author of "*How To Make Your Money Last: The Indispensable Retirement Guide*"

Even with her decades of experience in the field, Ms. Quinn found planning her own retirement overwhelming, so she set out to find answers. She explained how to determine how much money may be needed for retirement, how to greatly simplify investment decisions, and why communication between a husband and wife is so important in retirement planning.

Issues covered:
Retirement Planning
Personal Finance

Length: 9:06

Kate Carr, President and CEO of Safe Kids Worldwide, a nonprofit organization working to prevent childhood injury

Last year, more than six million car seats were recalled for a safety defect, yet fewer than half of them were fixed. Ms. Carr outlined her organization's concerns and explained why so many recalled car seats were not repaired. She noted that 80 percent of parents believe car seat registration cards are important, but only 42 percent return the card.

Issues covered:
Children's Health
Parenting

Length: 8:14

Roger Beckett, Executive Director of the Ashbrook Center at Ashland University, Ashland, Ohio

For years, the teaching of history and civics has taken a back seat to STEM (science, technology, engineering, math) education. Testing has found that only 18 percent of 8th graders are deemed "proficient" or better in history; only 23 percent in civics or government. Mr. Beckett explained why he believes the founding documents of our country should be essential reading for every American, especially students.

Issues covered:
Education
Government Policies

Length: 5:04

Show # 2016-03

Date aired: 1/16/16 Time Aired: 07:00

Stephen Kohn, attorney, Executive Director of the National Whistleblower Center, author of "*The Whistleblower's Handbook: A Step-By-Step Guide To Doing What's Right And Protecting Yourself*"

Every year, criminals and fraudsters rip off the federal government by committing tax fraud—stealing billions of taxpayer dollars in the process. However, it's becoming much more difficult to do so, thanks to a massive increase in whistleblower disclosures. Mr. Kohn discussed recent changes in laws that have made it much easier to report wrongdoing. He also explained what steps to take to weigh the pluses and minuses of blowing the whistle.

Issues covered:
Whistleblowing
Crime
Government Regulations

Length: 8:53

Mary Norris, longtime copy editor at "The New Yorker," author of "*Between You & Me: Confessions of a Comma Queen*"

Ms. Norris discussed the most common mistakes in spelling, punctuation and word usage, and why it is so important. She explained how new technologies and changes in our nation's education system have made proper grammar less "cool."

Issues covered:

Length: 8:21

**Education
Career**

Kevin Fiscella, MD, MPH, Associate Professor of Family Medicine and Community & Preventive Medicine at the University of Rochester School of Medicine & Dentistry

Dr. Fiscella discussed his groundbreaking research that found that the lives of nearly 8,000 black Americans could be saved each year if doctors could figure out a way to bring their average blood pressure down to the average level of whites. He talked about the reasons behind the gap between the races in controlling blood pressure, and the possible ways to reduce that gap.

Issues covered:

Length: 4:54

**Personal Health
Minority Concerns**

Show # 2016-04

Date aired: 1/23/16 **Time Aired:** 07:00

Maria Konnikova, journalist, psychologist, author of "*The Confidence Game: Why We Fall for It . . . Every Time*"

Ms. Konnikova explained how the world's most talented con men can so easily use persuasion and exploit trust to swindle even the most cautious consumers. She said human beings are hardwired to believe, no matter how educated they are about scams and ripoffs. She talked about the most common methods used by crooks to lure their victims in.

Issues covered:

Length: 9:04

**Crime
Consumer Matters**

Elizabeth Levy Paluck, PhD, Associate Professor of Psychology and Public Affairs at the Woodrow Wilson School of Public and International Affairs at Princeton University

Curbing bullying has long been a focal point for parents and schools, but Dr. Levy Paluck found that the answer may not lie within rules set by adults. Her team of researchers from Princeton, Rutgers and Yale found that students themselves, particularly those most connected to their peers, were able to reduce and resolve conflicts 30% more effectively than traditional methods used by adults.

Issues covered:

Length: 7:51

**Bullying
Youth at Risk**

Alex Hutchinson, PhD, contributing editor at Popular Mechanics magazine, author of "*Big Ideas: 100 Modern Inventions That Transformed Our World*"

Mr. Hutchinson consulted 25 experts at 17 museums and universities to determine the 100 greatest inventions of the modern era. He talked about the long-term trends of scientific research and government's role in it.

Issues covered:

Length: 5:02

Science
Government Spending

Show # 2016-05

Date aired: 1/31/16 Time Aired: 07:00

Susan B. Roberts, Ph.D., Director of the Energy Metabolism Laboratory at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University in Boston

Most people think of fast food when they imagine the unhealthy effects of eating out. Dr. Roberts led a study that found that 92 percent of meals from both large-chain and non-chain local restaurants exceeded recommended calorie requirements for a single meal. She explained how to keep tabs on restaurant portion sizes and calorie information. She proposed local legislation to require restaurants to offer partial portions at partial prices.

Issues covered:

Length: 8:31

Nutrition
Personal Health
Consumer Matters
Government Regulations

Marc Goodman, law enforcement and counterterrorism expert, author of *Future Crimes: Inside the Digital Underground and the Battle for Our Connected World*

Technology has improved our lives immeasurably, but Mr. Goodman said that a new tidal wave of tech advancements—from implantable medical devices to drones to WiFi thermostats—are all susceptible to hacking, with disastrous consequences. He explained some of the greatest concerns for the average consumer and how to attempt to keep devices secure.

Issues covered:

Length: 8:45

Crime
Online Security

Sissy Lappin, veteran real estate agent, author of *Simple and Sold: Sell Your House Fast and Keep the Commission*

Selling a house can be expensive. Ms. Lappin said that sales commissions typically devour 40-60% of a home seller's equity. However, she believes that the Internet has made it far easier for a property owner to take control of their own home-selling process and save money. She outlined the basic steps and common pitfalls.

Issues covered:

Length: 4:57

Consumer Matters
Personal Finance

Show # 2016-06

Date aired: 2/6/16 Time Aired: 07:00

Brandi Britton, District President of Office Team, a staffing service providing temporary administrative and office support staff

Ms. Britton discussed the most common social media mistakes that take job seekers out of the running for a position. She noted that negative or inappropriate comments and questionable photos are the most common social media issues. She said a job hunter should always assume that a company has combed through their social media profile before even scheduling an interview.

Issues covered:

Length: 7:28

**Employment
Career
Social Media**

Jennifer Bradley, co-author of "Make it Zero: The Movement to Safeguard Every Child"

Ms. Bradley discussed the issue of human trafficking in the U.S. She said five main factors contribute to the problem, including poverty, abuse and isolation. She explained the shocking role that the foster child system plays in the issue, and she offered suggestions for individuals to make a difference in preventing and stopping human trafficking.

Issues covered:

Length: 9:43

**Human Trafficking
Child Abuse
Poverty**

Richard Thaler, PhD, Professor of Behavioral Science and Economics at the University of Chicago Booth School of Business, President of the American Economic Association

Prof. Thaler discussed what happens when economics meets psychology and how irrational human beings greatly influence the US and world economies. He explained how research is in progress to understand human miscalculations, with the goal of developing better decision making in business, government and life in general.

Issues covered:

Length: 4:49

**Economics
Consumer Matters
Mental Health**

Show # 2016-07

Date aired: 2/13/16 Time Aired: 07:00

Jamie Cooper, Associate Professor in the University of Georgia Department of Foods and Nutrition

Prof. Cooper led a study that found that vacations often lead to small amounts of long-term gradual weight gain and contribute to 'creeping obesity'. She talked about the primary causes of weight gain during vacations and explained why it's important to lose the added weight as soon as possible upon returning from a trip.

Issues covered:

**Personal Health
Obesity**

Length: 9:31

R. Douglas Fields, PhD, Chief of the Section on Nervous System Development and Plasticity at the National Institute of Child Health and Human Development, a part of the National Institutes of Health, Adjunct Professor in the Neuroscience and Cognitive Science Program at the University of Maryland, College Park, author of *"Why We Snap: Understanding the Rage Circuit in Your Brain"*

Today's headlines are filled with examples of otherwise rational people with no history of violence or mental illness who suddenly snap in a domestic dispute, an altercation with police, or road rage attack. Dr. Fields explained the reasons behind these seemingly random episodes. He said every human has been hardwired with the potential to snap. He also said the same pathway in the brain that can result in a violent outburst can also enable us to act heroically and altruistically before our conscious brain knows what we are doing.

Issues covered:

**Mental Health
Domestic Violence**

Length: 7:46

Thomas Nassif, Ph.D., Professorial Lecturer in American University's Department of Health Studies, researcher at the D.C. Veterans Affairs Medical Center

U.S. veterans often return home with multiple types of trauma, and suffer from one of the highest rates of chronic pain of any population in the U.S. Dr. Nassif led a study that found that veterans who practiced meditation reported a 20 percent reduction in pain intensity, and in how pain interferes with everyday aspects of life, such as sleep, mood, and activity level.

Issues covered:

**Military Affairs
Mental Health
Personal Health**

Length: 4:46

Show # 2016-08

Date aired: 2/20/16 **Time Aired:** 07:00

Rashmi Shetgiri, MD, Assistant Professor of Pediatrics, Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center

Dr. Shetgiri led a study of what factors influence teens to get involved with weapons. She said emotional distress and substance abuse both increase the odds for white, black and Hispanic youth to carry or use a gun or knife. She also discussed the importance of parents and positive role models in the prevention of youth violence.

Issues covered:

**Youth Violence
Youth at Risk
Minority Concerns**

Length: 7:47

Harold Pollack, PhD, Helen Ross Professor of Social Service Administration at the University of Chicago, where he researches health and urban policy concerns, nonresident fellow at the Century Foundation, co-author of *"The Index Card: Why Personal Finance Doesn't Have to Be Complicated"*

Dr. Pollack believes that everything Americans need to know about managing their money could fit on a single index card. He explained why his nine simple rules outperform more complicated financial strategies. He also discussed the most responsible way to select a financial advisor and why he felt one of his most important rules should be to support the nation's social safety net.

Issues covered:

Length: 9:33

**Personal Finance
Charitable Contributions**

Maria Corkern, reading specialist, teacher, author of "*Doris Thesaurus*"

Recent studies have found that since 1950, the average teenager's vocabulary has dropped from 25,000 words to only 10,000. Ms. Corkern said that a limited vocabulary translates into a reduced ability to think critically and communicate effectively, which results poor educational performance. She offered suggestions for parents on how to help a child improve his vocabulary.

Issues covered:

Length: 5:02

**Education
Teen Concerns
Youth at Risk**

Show # 2016-09

Date aired: 2/27/16 **Time Aired:** 07:00

Katy J. Harriger, PhD, Chair and Professor, Department of Politics and International Affairs at Wake Forest University

Our nation's political climate is more polarized than ever, and voter turnout among young people is abysmal. But Dr. Harriger led a study that found that learning to talk about controversial issues while in college can inspire young adults to be more engaged citizens even ten years later. She explained what the students were taught and how it could be applied to voters of any age.

Issues covered:

Length: 8:34

**Civic Participation
Voting
Youth Concerns**

Matt Schulz, Senior Industry Analyst at CreditCards.com

25 million credit cardholders haven't changed their go-to credit card in at least ten years. Mr. Schultz said that people are missing many rewards because card issuers are hotly competing for new customers and giving big sign-up bonuses. He outlined some of the methods savvy consumers use to get the most out of their credit cards. He also explained why many consumers are reluctant to switch cards.

Issues covered:

Length: 8:27

**Personal Finance
Consumer Matters**

Phil Reed, Senior Consumer Advice Editor at Edmunds.com

Today's cars no longer need to have their oil changed every 3,000 miles. Mr. Reed talked about design improvements in recent years, and how drivers can decide when it really is time for an oil change. He talked about the positive effects of this rapidly advancing technology for both the environment and consumers' pocketbooks.

Issues covered:

**Environment
Consumer Matters**

Length: 4:52

Show # 2016-10

Date aired: 3/5/16 **Time Aired:** 07:00

Patty Ann Tublin, PhD, author of "*Money Can Buy You Happiness: Secrets Women Need to Know To Get Paid What They Are Worth!*"

Dr. Tublin outlined ways women can close the gender wage gap and negotiate their true worth at work. She explained why women have a harder time accepting the emotional and financial value of money, and how to change that attitude. She also offered suggestions for women who would like to determine what the appropriate pay range is for a particular job.

Issues covered:

**Women's Issues
Career**

Length: 7:08

Henry S. Gornbein, attorney, author of "*Divorce Demystified: Everything You Need to Know Before You File for Divorce*"

Mr. Gornbein said next to the death of a loved one, divorce is one of the most traumatic of life's experiences. He discussed the sometimes complicated steps to take when deciding whether to proceed with a divorce. He talked about the significant ways divorce has changed in recent years, including the surprising influence of social media and changes in child custody arrangements.

Issues covered:

**Legal Matters
Marriage
Parenting**

Length: 9:57

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 # 2016-11

Date aired: 3/12/16 Time Aired: 07:00

Brian Fleming, combat veteran, co-author of "*Redeployed: How Combat Veterans Can Fight the Battle Within and Win the War at Home*"

Mr. Fleming discussed Post Traumatic Stress Disorder and other difficulties faces by combat veterans and their families. He noted that the suicide rate among veterans under the age of 30 has risen by 44% in the past several years. He said no one prepares veterans to successfully make the transition back home. He offered strategies for both vets and their families who are struggling with a return to civilian life.

Issues covered:

Length: 9:16

**Military Families Issues
Government Policies
Mental Health**

Bradley F. Bale, MD, heart attack and stroke prevention specialist, Medical Director of the Heart Health Program for Grace Clinic, Lubbock, TX, author of "*Beat the Heart Attack Gene: The Revolutionary Plan to Prevent Heart Disease, Stroke, and Diabetes*"

Heart disease affects 81 million Americans and is the culprit in one of every two deaths in the United States. Dr. Bale said most people think that they are not at risk of a heart attack if they control their cholesterol and blood pressure, but they aren't aware of other major risk factors. He outlined some relatively inexpensive lab tests than can uncover arterial inflammation and its underlying causes. He also talked about the importance of simple changes in lifestyle that can dramatically cut the risk of heart attack and stroke.

Issues covered:

Length: 9:16

Personal Health

Alfie Kohn, education watchdog, author of "*The Homework Myth: Why Our Kids Get Too Much of a Bad Thing*"

Mr. Kohn shared results of a study that found that more homework is being assigned to younger students each school year. He believes that homework provides no benefits in elementary school. He explained why homework is still so widely accepted, despite evidence against it.

Issues covered:

Length: 4:37

**Education
Government Policies
Children's Issues**

Show # 2016-12

Date aired: 3/19/16 Time Aired: 07:00

Richard Retting, MS, FITE, transportation consultant for the Governors Highway Safety Association

Pedestrian fatalities in the U.S. jumped last year, the largest annual increase ever measured. Mr. Retting said numerous factors may have contributed to the spike, including an increase in the number of miles driven, alcohol consumption, and the growing use of cell phones among walkers and drivers. He believes states and localities can apply the right mix of engineering, education and enforcement to counteract this troubling trend.

Issues covered:

**Traffic Safety
Government**

Length: 7:09

Brandon L. Alderman, PhD, Assistant Professor of Exercise Science and Sport Studies, Director of the Exercise Psychophysiology Lab at Rutgers University

Dr. Alderman led a study that examined whether a combination of activities can effectively treat depression. Participants who were asked to meditate for 30 minutes before exercising for 30 minutes twice a week had 40 percent less depressive symptoms than they did before the study began. He explained the likely reasons behind these results. He said that even study participants who were not depressed received noticeable benefits.

Issues covered:

**Mental Health
Personal Health**

Length: 10:08

Paul Redman, Executive Director of Longwood Gardens near Philadelphia, one of the leading public gardens in the country, co-chair of the Seed Your Future initiative, which promotes horticulture as a career path for young people

Mr. Redman is concerned about the increasing shortage of professional horticulturalists and horticulture programs at universities. He noted that enrollment in horticulture programs has declined dramatically at a time when the need for graduates of these programs is more important than ever. He outlined the wide variety of good jobs available and discussed possible reasons that horticulture is not considered by young adults preparing to enter college or the job market.

Issues covered:

**Horticulture
Education
Career**

Length: 5:03

Show # 2016-13

Date aired: 3/26/16 **Time Aired:** 07:00

Michael J. Blaha, MD, MPH, Preventive Cardiologist, Director of Clinical Research at the Ciccarone Center for the Prevention of Heart Disease at Johns Hopkins Hospital

Dr. Blaha recently led a study that suggests that people who exercise habitually are more likely to survive their first heart attack. He discussed the wide-ranging benefits of exercise and how much is enough. He said even older people can get in shape and get the heart-protective benefits of physical activity. He also offered ideas for how to get started.

Issues covered:

**Personal Health
Senior Citizens**

Length: 9:03

Janette Sadik-Khan, transportation and urban transformation expert, former transportation commissioner of New York City, author of "Streetfight: Handbook for an Urban Revolution"

Ms. Sadik-Khan discussed the importance of incorporating innovative transportation plans into modern urban environments. She explained how cities can add protected bike paths, improve crosswalk space, and provide visual cues to reduce speeding. She said redesigning streets can reduce congestion and increase foot traffic, which often improves the bottom line of local businesses.

Issues covered:
Urban Planning
Public Transportation

Length: 8:16

Jason R. Wiles, PhD, Associate Professor, Biology, Syracuse University

Dr. Wiles led a study that found that minority college students learn many science, technology, engineering, and mathematics lessons more effectively when they are taught by a recent minority student, rather than a traditional classroom instructor. He explained why STEM subjects are so important for today's students, and the possible reasons why this alternative method of teaching works so well.

Issues covered:
Education
Minority Concerns

Length: 5:05