

Quarterly Issues Report

KWFM-AM 1330

October 1, 2015
through
December 31, 2015

KWFM-AM 1330 Quarterly Issues Report

October 1, 2015 through December 31, 2015

The following is the **Quarterly Issues Report** for KWFM-AM 1330 - Tucson, AZ. for the fourth quarter of 2015. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between October 1, 2015 through December 31, 2015.

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

Economy & Financial Hardship

Discrimination of Women

Racial Inequality

KWFM-AM has received many telephone messages regarding programming this quarter. We have found that the listenership has become a balanced combination of women and men typically aged in their 40s. As always, our program contents are not gender specific but do lean toward the preference of women. Our Chief Operator and Programmer is a woman. Our goal is to achieve excellence in programming by providing 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 KWFAM-AM during the fourth quarter of 2015: October 1, 2015 through December 31, 2015.

Stop 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

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 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 has also initiated PSAs for Heroin Addiction Awareness this quarter and will continue these announcements indefinitely. This station takes a strong stand against heroin abuse and our goal is to save lives through community awareness.

KWFM-AM believes that broadcasters can play a critical role in encouraging parents and friends to speak with their children about actions that they can take to prevent and stop bullying and heroin abuse. 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.

All public service announcements were run in moderate to heavy rotation continuously due to the fact KWFM-AM has no paid advertising at this time.



Weekly Public Affairs Program

Call Letters: KWFM

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2015

Show # 2015-27

Date aired: 10/3/15 Time Aired: 07:00

John R. Baker, PhD, Professor of Political Science at Wittenberg University, author of "*Government in the Twilight Zone: Volunteers to Small-City Boards and Commissions*"

97 percent of all American cities have a population fewer than 50,000 and Dr. Baker studies the workings of these smaller local governments. He discussed how local board systems operate, who the board members are and what motivates them to serve. He explained why it is important for citizens to understand how government functions, even in small towns.

Issues covered:

Length: 6:54

**Citizenship
Government Policies**

Lennard J. Davis, PhD, Professor in the English Department in the School of Arts and Sciences at the University of Illinois at Chicago, Professor of Disability and Human Development in the School of Applied Health Sciences of the University of Illinois at Chicago, Professor of Medical Education in the College of Medicine, author of "*Enabling Acts: The Hidden Story of How the Americans with Disabilities Act Gave the Largest US Minority Its Rights*"

Disabled Americans are the largest minority group in the country. Dr. Davis believes the Americans with Disabilities Act (ADA) is the widest-ranging and most comprehensive piece of civil rights legislation in history. He explained the unusual path the law took to passage, some of the challenges in implementing it and the enormous impact of the ADA, 25 years after its adoption. He also outlined several potential reforms which he believes could improve it.

Issues covered:

Length: 10:21

**Disabilities
Civil Rights
Government Policies**

Michael A. Fischer, MD, MS, Instructor in Medicine at Harvard Medical School, Associate Physician at the Division of Pharmacoepidemiology and Pharmacoeconomics at Brigham and Women's Hospital in Boston

Dr. Fischer led a study that found that many people whose doctors start them on medications for conditions like diabetes and high blood pressure may never fill those prescriptions. He explained the reasons behind this problem and how doctors and patients can improve communication.

Issues covered:

Length: 5:00

**Personal Health
Medical Issues**

Show # 2015-41

Date aired: 10/10/15 Time Aired: 07:00

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:

Length: 4:55

**Consumer Matters
Technology**

Show # 2015-42

Date aired: 10/17/15 Time Aired: 07:00

Phil Gaddis, President, Executive Search at the Addison Group, a Chicago-based provider of professional staffing and search services

Recent statistics show that the average American changes careers seven times. Mr. Gaddis explained why the turnover has increased so rapidly in recent decades, and offered advice for people who are considering a career change.

Issues covered:

Length: 8:04

Employment

Lance LoRusso, Atlanta-based attorney, former law enforcement officer, author of *"When Cops Kill: The Aftermath of a Critical Incident"*

Mr. LoRusso said police officers are well-trained on when and how to use their weapons, but are ill-prepared for what to do in the aftermath. He explained how the investigation of a police shooting differs significantly from one involving a civilian. He estimated that 75% of officers involved in a deadly force incident are the target of a civil lawsuit, whether the shooting was justified or not.

Issues covered:
Police & Crime
Violence
Legal Matters

Length: 9:10

Jonathan T. Jefferson, PhD, school administrator, author of *"Mugamore: Succeeding without Labels—Lessons for Educators"*

Dr. Jefferson said he believes that today's education system needs to change the way it handles problem students. He said zero tolerance policies and the application of labels to students who have behavioral or learning disorders causes many of them to be left behind. He believes that schools personnel need to exercise more patience with immature students to give them time to grow into productive students.

Issues covered:
Education
Youth at Risk

Length: 5:07

Show # 2015-43

Date aired: 10/24/15 **Time Aired:** 07:00

Cary Funk, Associate Director of Research at Pew Research Center

A recent survey by the Pew Research Center found that Americans' grasp of common science topics could be better. She outlined the results of the survey, including differences between genders, ages and education levels. She explained why a basic understanding of scientific principles is important for Americans to understand many of today's civic issues.

Issues covered:
Education
Science
Citizenship

Length: 7:07

Julie Lythcott-Haims, former Dean of Freshmen and Undergraduate Advising at Stanford University, author of *"How to Raise an Adult: Break Free of the Overparenting Trap and Prepare Your Kid for Success"*

Ms. Lythcott-Haims believes that overparenting is out of control in America, and that it harms children, their stressed-out parents, and society at large. She explained how parents can allow children to make their own mistakes and develop the resilience, resourcefulness, and inner determination necessary for success.

Issues covered:
Parenting

Length: 10:11

Karina Davidson, PhD, researcher and clinical psychologist at Columbia University Medical Center in New York

Dr. Davidson recently led a 10-year study that found that happiness may prevent a heart attack. She explained the science behind this finding and suggested ways that people can improve their outlook to improve their health.

Issues covered:
Personal Health
Mental Health

Length: 4:30

Show # 2015-44

Date aired: 10/31/15 **Time Aired:** 07:00

Denise Pope, Senior Lecturer, Co-Founder, Challenge Success at Stanford University Graduate, co-author of "Overloaded and Underprepared"

Dr. Pope explained why parents and teachers should be concerned that many America's students are stressed out or have given up. She outlined steps that schools can take to provide kids with academic, social and emotional skills needed to succeed in school now and as adults later. She talked about the Challenge Success program at Stanford and how the program is customized for each school in which it is applied.

Issues covered:
Education
Parenting

Length: 9:53

Brooks Palmer, professional organizer, author of "*Clutter Busting: Letting Go of What's Holding You Back*" and "*Clutter Busting Your Life: Clearing Physical and Emotional Clutter to Reconnect with Yourself and Others*"

Most Americans struggle with clutter and disorganization. Mr. Palmer talked about the emotionally suffocating effects of clutter and why people have problems letting go of items they no longer need or use. He offered suggestions for how to get started and how to look at items in a different way to assess whether they are worth keeping.

Issues covered:
Personal Productivity
Workplace Matters
Mental Health

Length: 7:27

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 Showncerting. Mr. Haley offered advice for phone owners to protect their data.

Issues covered:
Crime
Privacy
Workplace Matters

Length: 5:04

Show # 2015-45

Date aired: 11/7/15 Time Aired: 07:00

Barry Schwartz, PhD, Professor of Psychology at Swarthmore College, author of "*Why We Work*"

Dr. Schwartz discussed his research that examined why Americans work. He said the reasons are surprising and complex, but that the need for a paycheck is not the primary factor. He discussed the most common trends and patterns that lead to happiness in the workplace, and how employers can try to improve productivity and employee satisfaction.

Issues covered:
Workplace Matters
Mental Health

Length: 9:27

William MacAskill, PhD, Associate Professor in Philosophy at Oxford University, cofounder of the nonprofit organizations Giving What We Can and 80,000 Hours, author of "*Doing Good Better: How Effective Altruism Can Help You Make a Difference*"

Dr. MacAskill said Americans often base their decisions on where to donate money and what career to pursue on emotions and false assumptions. He outlined five key questions that may help consumers make wiser altruistic decisions. He explained how to use evidence and careful reasoning to chart the best course to help others.

Issues covered:
Charitable Giving
Consumer Matters
Career

Length: 7:58

Katie Liljenquist, Assistant Professor of Organizational Leadership and Strategy at Brigham Young University's Marriott School of Management, expert in behavior and decision making

Prof. Liljenquist led a study that found that the smell of cleaning products can make people act more virtuous. She explained the reasons behind the behavioral changes. She also talked about potential ways to smells could be used to reduce societal problems such as crime or vandalism.

Issues covered:
Health
Parenting Issues

Length: 4:57

Show # 2015-46

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

Dara Feldman, award-winning teacher, Director of Educational Initiatives for The Virtues Project, author of "*The Heart of Education*"

Ms. Feldman noted that 50 percent of new teachers get burned out in their first five years on the job and end up leaving the profession. She explained why this is such a costly problem and how it damages our nation's education system. She offered suggestions for concerned parents who would like to help and encourage stressed-out teachers.

Issues covered:
Education
Parenting

Length: 8:57

Sheldon Krantz, Distinguished Visiting Professor of Law at the University of Maryland Carey School of Law, former dean of the University of San Diego Law School, former law professor at the Boston University Law School, former federal prosecutor, author of "*The Legal Profession: What Is Wrong and How to Fix It*"

Mr. Krantz said legal services should be available to every American, whether they can afford it or not. He said attorneys do not provide nearly enough pro bono services. He said many of today's law students would be willing to work in the public interest, but are often mired down in student debt. He would like to see loan forgiveness programs or other new initiatives that would enable young lawyers to help lower-income litigants.

Issues covered:
Legal Matters
Poverty
Government Policies

Length: 8:09

Brenda Shields, M.S., research coordinator, Center for Injury Research and Policy, Columbus Children's Hospital in Ohio

Ms. Shields discussed a recent study into the increasing dangers for young people involved in cheerleading. Her research found that emergency room visits are becoming much more common as cheerleading routines have added complex gymnastic moves. She outlined the questions that parents should ask, to be sure coaches are properly qualified.

Issues covered:
Personal Health
Children
Parenting

Length: 4:45

Show # 2015-47

Date aired: 11/21/15 **Time Aired:** 07:00

Yasmin Hurd, PhD, Professor of Psychiatry and Neuroscience at the Icahn School of Medicine at Mount Sinai Hospital in New York

Dr. Hurd's research found that teenagers who smoke marijuana may make their future offspring more vulnerable to substance abuse problems. She believes that marijuana use causes structural changes in DNA that may last for generations. Dr. Hurd said much more research into the health effects of marijuana is needed. She also explained how parents can deal with the mixed messages society is conveying to young people about marijuana.

Issues covered:
Substance Abuse
Government Regulations
Parenting

Length: 9:22

Chris Malone, Managing Partner of Fidelum Partners, a research-based consulting and professional services firm, author of "*THE HUMAN BRAND: How We Relate to People, Products and Companies*"

Mr. Malone explained why upstart businesses have surged in popularity while many traditionally dominant companies and brands have been falling behind. He outlined the reasons that social media has become such a valuable tool for both consumers and the companies they do business with. He said business schools fail to teach students how to nurture relationships with customers, causing much less loyalty to brands and products.

Issues covered:
Consumer Issues
Education

Length: 7:52

Janet Larson, Director of Research, the Earth Policy Institute

The US is the world's largest consumer of bottled water. Ms. Larson talked about the huge environmental impact of bottled water, both in its manufacture and disposal. She also explained how consumers can wisely decide whether to use bottled water.

Issues covered:
Environmental Issues
Consumer Issues

Length: 4:54

Show # 2015-48

Date aired: 11/28/15 **Time Aired:** 07:00

Karl Pillemer, PhD, Hazel E. Reed Professor in the Department of Human Development and Professor of Gerontology in Medicine at the Weill Cornell Medical College, Founder and Director of the Cornell Institute for Translational Research on Aging, author of *"30 Lessons On Living: Tried and True Advice from the Wisest Americans"*

Dr. Pillemer interviewed more than 1,000 Americans over the age of 65 to seek their counsel on all of life's big issues: children, marriage, money, career and aging. He explained why younger people should take advantage of this rich resource of older Americans' wisdom. He recommends that young people talk to older members of their own family before it is too late.

Issues covered:
Senior Citizens
Personal Health
Career

Length: 9:17

Scott Bittle, policy analyst, Senior Fellow and Founding Editor of PublicAgenda.org, a non-partisan public opinion research organization, author of *"Where Did the Jobs Go And How Do We Get Them Back?"*

The subject of unemployment remains the public's top concern in polls and is continually marked as the most damaging result of the Great Recession. Mr. Bittle explained why the issue is so complex and why the nation needs to take a long-term approach to resolving it. He also analyzed various solutions proposed by each side of the political spectrum.

Issues covered:
Unemployment
Government Policies
Economy

Length: 7:57

John Hayes, PhD, Assistant Professor of Food Science and Director of the Sensory Evaluation Center at Penn State University

Nine out of 10 Americans get too much sodium in their diets. Dr. Hayes discussed a recent government report that found that just 10 foods are responsible for 44 percent of the sodium in the average diet. He outlined steps to cut sodium intake and the reasons why everyone should do it.

Issues covered:
Personal Health

Length: 4:54

Show # 2015-49

Date aired: 12/5/15 Time Aired: 07:00

Lisa J. Servon, PhD, Professor and former dean at the Milano School of International Affairs, Management, and Urban Policy at The New School in New York

Alternative financial providers such as check cashers and payday lenders are often accused of preying on the poor, with high fees and interest rates. Dr. Servon conducted a study that examined why many lower income residents make the conscious decision to use these services, rather than traditional banks. She was surprised to find that the choice actually makes sense for many people who live paycheck to paycheck.

Issues covered:

Length: 11:05

Poverty
Government Regulations
Personal Finance

Dan McCue, Research Manager, Joint Center for Housing Studies of Harvard University

The cost of renting an apartment or house has jumped in the past decade, according to a study led by Mr. McCue. A rise in prices, combined with the drop in renter incomes, has made affordability a major concern. Much of the jump in prices is because of increased demand for rental homes as a result of the mortgage crisis. He said a quarter of all U.S. households are paying more than half of their income for housing, which is dangerously high.

Issues covered:

Length: 6:07

Affordable Housing
Poverty
Consumer Issues

Debbie Magids, PhD, psychologist, author of "*All the Good Ones Aren't Taken*"

Dr. Magids discussed the trend of serial dating and why dating is so difficult for women in particular. She explained the most common dating errors and suggested ways that a person can analyze their own patterns of behavior, to clear the way for more fulfilling relationships.

Issues covered:

Length: 4:48

Mental Health
Women's Issues

Show # 2015-50

Date aired: 12/12/15 Time Aired: 07:00

Alvin E. Roth, PhD, Craig and Susan McCaw Professor of Economics at Stanford University, Gund Professor of Economics and Business Administration Emeritus at Harvard University, author of "*Who Gets What — and Why: The New Economics of Matchmaking and Market Design*"

Dr. Roth is one of the world's leading experts on matching markets, where "sellers" and "buyers" must choose each other, and price isn't the only factor that determines who gets what. He explained how market designs affect many less obvious aspects of life, such as the chances of getting a job or whether a university accepts a prospective student.

Issues covered:

Length: 9:17

Economics
Career
Education

Joel Kahn, MD, Clinical Professor of Medicine at Wayne State University School of Medicine and Director of Cardiac Wellness, Michigan Healthcare Professionals PC, author of "The Whole Heart Solution"

According to Dr. Kahn, more than 75 percent of cases of heart attacks, strokes and other cardiovascular disease events are preventable. He explained how lifestyle choices can make a huge difference in the development of heart disease and he said changes in diet and exercise can often reverse the disease.

Issues covered:
Personal Health

Length: 8:01

Paul Tough, former editor at the New York Times Magazine, nationally recognized writer on poverty, education and the achievement gap

Mr. Tough discussed a groundbreaking anti-poverty initiative called the Harlem Children's Zone. The creator of the program theorized that in order for poor kids to compete with their middle-class peers, everything in their lives—their schools, neighborhoods, parenting practices—all must be changed at once.

Issues covered:
Poverty
Education
Minority Concerns
Parenting

Length: 5:00

Show # 2015-51

Date aired: 12/19/15 **Time Aired:** 07:00

Russell E. Johnson, PhD, Assistant Professor of Management in the Eli Broad College of Business at Michigan State University.

Dr. Johnson's research has found that that people who check their work emails on smartphones at night could end up hurting their ability to work the following day. He found that smartphones appeared to have a greater effect on people's energy levels and sleeping abilities in comparison to other electronic screens. He offered several suggestions on how to control smartphone use at night.

Issues covered:
Personal Health
Workplace Matters
Career

Length: 7:24

Daniel J. Siegel, MD, neuropsychiatrist, Clinical Professor of Psychiatry at the UCLA School of Medicine, Executive Director of the Mindsight Institute, author of "*Brainstorm: The Power and Purpose of the Teenage Brain*"

Dr. Siegel said that between the ages of 12 and 24, the brain changes in dramatic and important ways. He believes this brain development is the explanation for sometimes erratic, unusual and creative behavior in teens. He said that if parents understand the science behind these changes, they can better help their teenagers navigate this challenging phase of life.

Issues covered:
Parenting
Personal Health

Length: 9:36

Kenneth Dautrich, PhD, Associate Professor of Public Policy, University of Connecticut

Dr. Dautrich recently conducted a survey of students to learn their attitudes toward the First Amendment. He found that schools are spending more class time on the First Amendment, but a sizeable number of students either do not view the First Amendment favorably or take its protections for granted.

Issues covered:
Citizenship
Education

Length: 4:52

Show # 2015-52

Date aired: 12/26/15 **Time Aired:** 07:00

John M. Leventhal, MD, Professor of Pediatrics and Medical Director of the Child Abuse and Child Abuse Prevention Program at Yale Medical School, expert in child abuse prevention

Dr. Leventhal has dedicated his career to the prevention of child abuse. He recently conducted a study that found that the first year of life is the most dangerous for children. He said that parents from any income, educational or social level can be the perpetrators of abuse, largely because they are unprepared to deal with infants' crying. He believes that educational programs for new parents could help reverse the trend.

Issues covered:
Child Abuse
Parenting

Length: 8:31

Erin Botsford, financial planning expert, author of "*The Big Retirement Risk: Running out of Money Before You Run Out of Time*"

For many baby boomers, the recession didn't wipe out their nest egg completely, but it did shrink it considerably. Ms. Botsford discussed the turbulence in today's economy and how it has changed retirement planning. She explained how people approaching their golden years can assess their financial needs and take steps to ensure a sound retirement.

Issues covered:
Retirement Planning
Senior Citizens
Personal Finance

Length: 8:41

Aaron W. Smith, Senior Research Specialist with Pew Research Center's Internet & American Life Project

Mr. Smith surveyed 1,000 US adults and found that more half of consumers used cell phones in stores during the holidays. He outlined the most common ways that consumers use their phones as shopping tools. He also explained how brick-and-mortar stores may react to the trend by changing policies, products and prices.

Issues covered:
Economy
Consumer Matters

Length: 5:01