

Quarterly Issues Report

KWFM-AM 1330

April 1, 2021
through
June 30, 2021

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The following is the **Quarterly Issues Report** for KWFM-AM 1330 - South Tucson, AZ. for the second quarter of 2021. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between April 1, 2021 and June 30, 2021.

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

Coronavirus (COVID-19) Awareness

Homeless Assistance

Wildfire Prevention

Crisis Management

Minority Healthcare

KWFM-AM has determined through community interaction that the listenership consists mostly of women. However, program contents are not intentionally gender specific. We do strive to provide additional informative programming of interest to women when available. Our goal is always to provide first quality public affairs shows in a professional, polished manner, leaving the listener informed as well as feeling positive. Our programming mission is to not only address the issues of the day, but how they relate to the members of the community in which we serve. Our listeners are always encouraged to contact us with their views, comments and suggestions.

We continue to work closely with InfoTrak, a weekly public affairs program as we have found our listeners prefer the issues covered by this program over others previously offered. We supplement these programs with local content where appropriate, allowing the community broad interaction with the material and KWFM-AM.

The following Public Service Announcements aired on KWFM-AM during the second quarter of 2021: April 1, 2021 through June 30, 2021.

Coronavirus Information & Awareness in Arizona (www.azdhs.gov)

Wildfire Prevention (www.smokeybear.com)

Public Land Protection (Help Prevent Wildfires) (www.treadlightly.org)

Bullying Prevention (IWitnessBullying.org)

LGBTQ Acceptance (glaad.org)

Diversity & Inclusion (lovehasnolabels.com)

Minority Healthcare (www.cdc.gov) (www.minorityhealth.hhs.gov)

Supporting Minority Education (UNCF.org)

Blood Pressure Control (LowerYourHBP.org)

Breast Cancer Awareness (KnowYourGirls.com)

Hunger Prevention (feedingamerica.org)

Emergency Preparedness (Ready.gov)

Shelter Pet Adoption (TheShelterPetProject.org)

Saving For Retirement (AceYourRetirement.org)

Goodwill Donations (goodwillsouthernAZ.org)

Texting And Driving Prevention (StopTextsStopWrecks.org)

Underage Drinking And Driving Prevention (UltimatePartyFoul.org)

KWFM-AM has been taking 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-AM believes that broadcasters can play a critical role in encouraging parents to speak with their children about actions they can take to prevent and stop bullying. KWFM-AM has also taken additional steps locally by publishing and posting announcements against bullying.

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



Weekly Public Affairs Program

Call Letters: KWFM - AM

QUARTERLY ISSUES REPORT, APRIL-JUNE, 2021

Show # 2021-14

Date aired: 4/3/21 Time Aired: 07:00

Eric Sussman, PhD, adjunct real estate professor at the University of California Los Angeles

Prof. Sussman explained the recent trend of "We buy houses" and "Cash for homes" signs on roadsides and other forms of advertising. He explained what types of real estate investors are behind the signs and how the transactions typically are structured. He also outlined the pluses and minuses for home sellers.

Issues covered:
Consumer Matters
Real Estate

Length: 7:16

Shanna H. Swan, PhD, Professor of Environmental Medicine and Public Health at the Icahn School of Medicine at Mount Sinai in New York City, author of "*Count Down: How Our Modern World Is Threatening Sperm Counts, Altering Male and Female Reproductive Development, and Imperiling the Future of the Human Race*"

Prof. Swan's research has found that sperm counts among men in the industrialized world fell nearly 60 percent from 1973 to 2011, in part because of the hormonal effects of chemicals widely used in consumer products. She said if trends continue at the current rate, most couples may have to seek assisted reproduction by the year 2045. She believes that the chemical industry urgently needs to develop chemicals that can be used in everyday products that are non-hormonally active.

Issues covered:
Personal Health
Reproduction
Consumer Matters
Environment

Length: 9:55

Matthew E. Rossheim, PhD, MPH, CPH, Assistant Professor in the Department of Global and Community Health at George Mason University

Supersized alcopops are ready-to-drink flavored beverages that taste like energy drinks, but contain up to five standard alcohol drinks in a single serving. Prof. Rossheim led a recent study that found that 46% of all calls to U.S. poison control centers involving supersized alcopop consumption were made for consumers below the legal drinking age. He explained what regulatory and policy changes might help to address the problem.

Issues covered:
Underage Drinking
Youth at Risk

Length: 5:11

Show # 2021-15

Date aired: 4/10/21 Time Aired: 07:00

Richard Watts, personal advisor and legal counsel to the super wealthy, author of "*Entitlement: How Not to Spoil Your Kids, and What to Do if You Have*"

Mr. Watts said well-intentioned parents are creating a "me" generation of children who lack the wisdom and satisfaction of accomplishment that can only be learned through struggle and adversity. He offered examples of parental decisions that create a sense of entitlement in children in families of all income levels. He also outlined simple ways for parents to be a good example for children.

Issues covered:

Length: 9:53

Parenting
Education

Matt Schulz, Senior Industry Analyst at CreditCards.com

It pays for consumers to reach out to a credit card provider when faced with unwanted fees and high interest rates. Mr. Schulz said 87% of credit cardholders who asked for a late fee waiver were successful and 69% who requested a lower interest rate received one. His organization's study found that only about half of consumers have made any request at all for credit card leniency.

Issues covered:

Length: 7:22

Personal Finance

Dana King, MD, MS, Professor and Chair of the Department of Family Medicine at the West Virginia University School of Medicine

Dr. King led a study that examined whether retired, late middle-aged adults led a healthier lifestyle than those who were still in the workforce. He found that the spare time found in retirement did not translate to healthier lifestyle choices. He said that 90% of Americans of any age are not making healthy choices. He explained discussed the possible reasons why.

Issues covered:

Length: 4:38

Senior Citizens
Personal Health
Retirement Planning

Show # 2021-16

Date aired: 4/17/21 Time Aired: 07:00

Ravi Hutheesing, Founder of Ravi Unites Schools, a school network that enables teachers to have groups of students participate in online real-time audio-video interactions with peers around the world, author of "*Pivot: Empowering Students Today to Succeed in an Unpredictable Tomorrow*"

Mr. Hutheesing outlined the ways that the COVID-19 lockdowns exposed the strengths and weaknesses of America's education system. He explained how cultural connections with other students around the world can be a great tool to help a student reach his learning potential. He also discussed the best ways to address the high dropout rate among minority students.

Issues covered:

Length: 8:50

Education
Technology
Minority Concerns

Francisco Lopez-Jimenez, MD, Preventive Cardiologist at the Mayo Clinic

People with coronary artery disease are often prescribed a statin, the cholesterol-lowering drug that reduces the risk of a heart attack or stroke. Dr. Francisco Lopez-Jimenez, discussed whether are statins used enough, who should be taking them, and why some patients refuse to take them.

Issues covered:
Personal Health

Length: 8:31

Holly Wade, Executive Director of the National Federation of Independent Business Research Center

Data from the U.S. Bureau of Labor Statistics shows that over 100 million Americans are out of the labor force and a record 94 million are not looking for a job. Ms. Wade said that 91% of small businesses said they had few or no qualified applicants for job openings in the past three months. She discussed the reasons behind this trend and what it will take for it to reverse.

Issues covered:
Employment
Economy
Government

Length: 5:02

Show # 2021-17

Date aired: 4/24/21 **Time Aired:** 07:00

Chris Carosa, Certified Trust & Fiduciary Advisor, author of "*The Parent's Guide to Turning Your Teen into A Millionaire*"

Less than 15 years from now, the Social Security program will only be able to pay 77% of its obligations to retirees. Mr. Carosa explained how parents can help their children retire with a sizable nest egg, through what he calls a "Child IRA." He said teenagers and parents can contribute to Roth IRA accounts to take advantage of decades that could accrue to \$2 million or more.

Issues covered:
Retirement Planning
Parenting

Length: 9:24

Paul Greenberg, James Beard Award-winning author

Mr. Greenberg discussed a "Climate Diet," a list of steps anyone can take to shrink their carbon footprint. He outlined changes in travel, commuting, diet, investing, and other ways to reduce the use of energy and resources.

Issues covered:
Environment
Consumer Matters

Length: 7:58

Steve G. Jones, EdD, clinical hypnotherapist, President of the American Alliance of Hypnotists, author of 22 books on hypnotherapy

Dr. Jones discussed the most common misconceptions about clinical hypnotherapy. He outlined the problems that hypnotherapy can solve, and he explained why self-hypnosis may be useful. He said everyone can be hypnotized, although some are more suggestible than others.

Issues covered:
Hypnosis
Mental Health

Length: 4:54

Show # 2021-18

Date aired: 5/1/21 Time Aired: 07:00

Reynold Henry, MD, MPH, General Surgery Chief Resident at Los Angeles County and USC Medical Center

Uncontrolled bleeding continues to be one of the most common causes of preventable death from a traumatic injury. Dr. Henry led a recent study that found that the use of tourniquets before patients arrive at a hospital has increased significantly in recent years. He said the trend has improved survival rates and decreased the need for blood transfusions. He explained the basic steps for applying a tourniquet.

Issues covered:
Personal Health
Emergency Preparedness

Length: 9:24

Katherine May, author of "*Wintering: The Power of Rest and Retreat in Difficult Times*"

Ms. May discussed how to deal with difficult times of life when unforeseen circumstances derail a person, such as an abrupt illness, the death of a loved one, a job loss, or a divorce. She calls these periods of dislocation "wintering." She explained what nature can teach us about slowing down, and how to use rest and retreat to cope with life's darkest moments

Issues covered:
Mental Health

Length: 7:58

Daniel Hartung, Pharm.D., M.P.H., Professor in the Oregon State University College of Pharmacy

More than 70,000 American lives were lost to drug overdoses in 2019, according to the National Institute on Drug Abuse, and the problem grew even worse during the pandemic. Prof. Hartung led a study that found that 20% of pharmacies refuse to dispense a key medication, buprenorphine, to treat the addiction. He explained possible reasons behind the problem, and why the availability of this drug is so important in the battle against the opioid epidemic.

Issues covered:
Substance Addiction
Government Policies

Length: 4:54

Show # 2021-19

Date aired: 5/8/21 Time Aired: 07:00

Christy Kane, PhD, Trauma Psychologist, Licensed Mental Health Counselor, CEO of 360 Focus Mental Health, author of *"Fractured Souls and Splintered Memories: Unlocking the 'Boxes' of Trauma"*

Dr. Kane said America suffered from a mental illness pandemic even before COVID-19 appeared, but the problem greatly accelerated from 2019 to 2020. She said data indicates that the need for mental health services for children increased by 98% in the past year. She also estimated that 90% of the overall population is struggling mentally to deal with changes related to COVID-19.

Issues covered:

**Mental Illness
Pandemic**

Length: 8:53

Jennie Romer, Recycling Expert, author of *"Can I Recycle This? A Guide to Better Recycling and How to Reduce Single-Use Plastics"*

Americans love to recycle but Ms. Romer said many are misinformed when it comes to what items are recyclable and what are not. She outlined the most common items that consumers incorrectly believe can be recycled and why. She explained why only 9% of the plastic ever produced has been recycled.

Issues covered:

**Recycling
Environment
Government Policies**

Length: 8:22

Thomas Beckman, MD, Fellow in Advanced General Internal Medicine at the Mayo Clinic

Many patients seek a second opinion before treatment for a complex medical condition. Dr. Beckman led a study at Mayo that found that only 12 percent of second opinions confirm that the original diagnosis was complete and correct. He explained what illnesses should merit the pursuit of a second opinion.

Issues covered:

Personal Health

Length: 4:58

Show # 2021-20

Date aired: 5/15/21 Time Aired: 07:00

Jeff Korzenik, Chief Investment Strategist for Fifth Third Bank, author of *"Untapped Talent: How Second Chance Hiring Works for Your Business and the Community"*

Mr. Korzeniak believes that businesses have overlooked a historically untapped talent pool: former convicts. He explained why recruiting ex-cons, also known as "second chance hiring," will be a crucial part of successful leadership in coming decades, and why it is crucial to overcoming racial inequality, injustice, family dysfunction, and intergenerational poverty.

Issues covered:

**Employment
Prison Reform
Racism**

Length: 8:39

Dima Mazen Qato, PharmD, MPH, PhD, Hygeia Centennial Chair and Director for the Program on Medicines and Public Health at the USC School of Pharmacy, Senior Fellow at the USC Schaeffer Center for Health Policy & Economics

33% of neighborhoods in the nation's largest cities are "pharmacy deserts," according to a study led by Prof. Qato. She explained why the problem is a greater concern than similar shortages of pharmacies in rural areas. She suggested that taxpayers should pay pharmacies more for Medicare and Medicaid prescription reimbursements and that pharmacies should be placed in community health centers in low-income areas.

Issues covered:

Length: 8:36

**Minority Concerns
Personal Health
Government Policies
Poverty**

Bill Westrom, consumer finance expert, co-author of "*Master Your Debt: Slash Your Monthly Payments and Become Debt Free*"

The typical American carries thousands of dollars of credit card debt, personal loans, car loans and student loans. Mr. Westrom outlined several easy strategies to save money and retire debt as quickly as possible.

Issues covered:

Length: 4:54

Personal Finance

Show # 2021-21

Date aired: 5/22/21 **Time Aired:** 07:00

Julie Broderick, BSc, MSc, PhD, Assistant Professor of Physiotherapy, Trinity College Dublin, the University of Dublin

Dr. Broderick led a study that found that the physical condition of homeless people in their twenties, thirties and forties is similar to 70 and 80-year-olds in the general population. She found that only 31% could attempt to climb one flight of stairs, and only 38% could walk for 6 minutes. She discussed the possible reasons behind this finding, and potential solutions to address it.

Issues covered:

Length: 8:39

**Homelessness
Substance Abuse
Government**

Jeffrey Michael, EdD, Distinguished Scholar in the Department of Health Policy and Management and the Leon S. Robertson Faculty Development Chair in Injury Prevention at the Johns Hopkins University Bloomberg School of Public Health, former senior official at the National Highway Traffic Safety Administration

There's been little change in the number of traffic deaths in the United States for many years. Dr. Michael was the co-author of a report that recommends the adoption of the "Safe System" approach to road design. The "Safe System" utilizes things like roundabouts and lane designs intended to slow traffic near pedestrians, to significantly reduce the chances for mistakes by drivers, pedestrians, and bicyclists, and reduce the intensity of crashes when they do occur.

Issues covered:

Length: 8:36

**Traffic Safety
Government**

Roy Remme, Ph.D., postdoctoral scholar with the Natural Capital Project at Stanford University at the time of the research

Dr. Remme led a Stanford study that demonstrated that city parks and green spaces lead to measurable improvements in health. He said the study offers proof for city planners and other officials of the importance of green spaces for promoting physical activities, particularly for elderly, minority and low-income populations.

Issues covered:
Urban Planning
Personal Health
Minority Concerns

Length: 4:54

Show # 2021-22

Date aired: 5/29/21 **Time Aired:** 07:00

Robert T. Kiyosaki, investor, entrepreneur, author of "*Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not*"

Mr. Kiyosaki discussed the difference in how wealthy people view and use money, compared to middle- and lower-income Americans. He said it is not necessary to earn a high income to become rich. He explained why he thinks it is such a problem that few students receive any financial education in school. He also discussed the best job categories for young people who are ready to choose a career.

Issues covered:
Personal Finance
Parenting
Education

Length: 10:03

Thomas Beckman, MD, Fellow in Advanced General Internal Medicine at the Mayo Clinic

Many patients seek a second opinion before treatment for a complex medical condition. Dr. Beckman led a study at Mayo that found that only 12 percent of second opinions confirm that the original diagnosis was complete and correct. He explained what illnesses should merit the pursuit of a second opinion.

Issues covered:
Personal Health

Length: 7:03

Dennis C. Miller, businessman, former CEO of a New Jersey hospital, author of "*Moppin' Floors to CEO*"

Mentors often make a huge difference in a young person's career. Mr. Miller explained why older generations may be key to enhancing the career prospects of Millennials. He offered ideas for how to locate a mentor. He also explained why volunteering may be a wise career move for older members of the workforce.

Issues covered:
Career
Senior Citizens
Volunteering

Length: 4:40

Show # 2021-23

Date aired: 6/5/21 Time Aired: 07:00

Irwin Redlener, PhD, Director of Columbia University's National Center for Disaster Preparedness

Dr. Redlener said that a limited nuclear attack can be survivable. He said sheltering in place is the best way to avoid the radiation that would follow a nuclear detonation. He outlined emergency supplies that every household should have on hand, and he discussed the reasons that public officials are reluctant to discuss the topic.

Issues covered:

Disaster Preparedness

Length: 8:41

Olympia LePoint, mathematician, rocket scientist, author of "*Mathaphobia: How You Can Overcome Your Math Fears and Become a Rocket Scientist*"

Ms. LePoint was a professional rocket scientist for NASA programs from 1998 to 2007, and was involved in 28 successful shuttle launches. She discussed the shortage of females in STEM (Science, Technology, Engineering & Math) careers and why it is important to encourage young women to enter these fields.

Issues covered:

Women's Issues
Education
Career

Length: 8:36

David M. Neyens, PhD, Assistant Professor in the Department of Industrial Engineering at Clemson University

In a future filled with self-driving cars, how quickly will human drivers be able to regain control in the event of a system failure or sudden emergency? Dr. Neyens led a study that found that driver reaction times were poor. He said car designers will need to find ways to give drivers much earlier warnings. He added that driver education programs will also need to change significantly, once driverless cars hit the mass market.

Issues covered:

Automotive Safety
Driver Education

Length: 5:08

Show # 2021-24

Date aired: 6/12/21 Time Aired: 07:00

Kimberly Mehlman-Orozco, PhD, human trafficking expert, author of "*Hidden in Plain Sight: America's Slaves of the New Millennium*"

Dr. Mehlman-Orozco discussed the most common scenarios in human trafficking cases and why the pandemic lockdowns made the problem worse. She said jurors and judges often are unaware that human trafficking victims are typically controlled by coercion and mental manipulation, rather than via physical kidnapping or other means of force. She explained what to do if someone suspects they know a person who is a victim of human trafficking.

Issues covered:

Human Trafficking
Crime

Length: 8:59

Wayne Applewhite, business leadership expert, author of “*You Know it's a Verb, Right?*”

Mr. Applewhite explained how someone can avoid career burn-out and find a balance between work and life. He talked about the importance of notetaking, schedules and lists in maintaining a productive work environment. He said clear communication from bosses is the key for organizations transitioning back to work in the aftermath of the pandemic.

Issues covered:

Length: 8:12

**Employment
Career**

Mike Kucharski, Co-Owner and Vice President of JKC Trucking, one of America's largest refrigerated trucking companies

Mr. Kucharski said 25% of needed truck drivers are no longer on the nation's highways. He explained how such a severe shortage affects consumers. He also outlined the attractive aspects of a career in truck driving, and how much training and time is required to become licensed.

Issues covered:

Length: 4:58

**Consumer Matters
Employment
Supply Chain**

Show # 2021-25

Date aired: 6/19/21 **Time Aired:** 07:00

Ira D. Glick, MD, Professor of Psychiatry and Behavioral Sciences at the Stanford University Medical Center, Emeritus

Most mass shooters die during the crime, but Prof. Glick led the first study that closely examined medical and court records of the perpetrators who survived. He found that a large majority of perpetrators had psychiatric disorders for which they had received no medication or other treatment. He believes that mental health providers, lawyers, and the public should be made aware that some unmedicated patients do pose an increased risk of violence and should receive treatment, whether they want it or not.

Issues covered:

Length: 8:02

**Mental Health
Crime**

Michael J. Barry, M.D., Professor of Medicine at Harvard Medical School, Director of the Informed Medical Decisions Program within the Health Decision Sciences Center at Massachusetts General Hospital, Vice Chair of the U.S. Preventive Services Task Force

An alarming rise in colorectal cancer cases among young people has led the US Preventive Services Task Force to establish new guidelines. Dr. Barry co-wrote the revised standards and explained why screenings for colorectal cancer should begin at age 45 — five years earlier than was previously recommended. He also discussed the importance of screening for African Americans, who have the highest rates of colorectal cancer incidence and deaths.

Issues covered:

Length: 9:07

**Cancer
Personal Health
Minority Concerns**

Daniela Viana Costa, PhD, Public Policy Economist at the Penn Wharton Public Policy Initiative

Dr. Viana Costa was the co-author of a study that examined the long-term economic effects of school closures/remote learning during the pandemic lockdowns. She found that the reduced education will create productivity losses, leading to a 3.6% decrease in GDP and a 3.5% decrease in hourly wages by 2050. She explained why younger students were hit hardest by the lack of learning, and possible steps that schools may take to reduce the decline.

Issues covered:
Education
Economy

Length: 5:04

Show # 2021-26

Date aired: 6/26/21 **Time Aired:** 07:00

Melvin J. Gravely, II, PhD, civic leader, President and CEO of TriVersity Construction Company, author of *"Dear White Friend: The Realities of Race, the Power of Relationships and Our Path to Equity"*

The racial divide in America appears to have expanded significantly in the past year or so. Mr. Gravely said the great majority of white Americans are not racists, but they are "benefiting bystanders." He believes that Americans can solve racial problems together. He explained how he defines equality versus equity, and suggested that people should expose themselves to new friends and ideas to expand their understanding of why others feel as they do.

Issues covered:
Racism
Minority Concerns

Length: 9:50

David E. Fisher, MD, PhD, Director of the Mass General Cancer Center's Melanoma Program, Director of Massachusetts General Hospital's Cutaneous Biology Research Center

Dr. Fisher led a recent study that found that vitamin D deficiency strongly exaggerates the craving for and effects of opioids, potentially increasing the risk for dependence and addiction. He said that his findings suggest that addressing the common problem of vitamin D deficiency with inexpensive supplements could play a part in combating the ongoing scourge of opioid addiction.

Issues covered:
Opioid Addiction
Nutrition

Length: 7:27

M. Granger Morgan, PhD, Hamerschlag University Professor of Engineering at Carnegie Mellon University and co-director of the National Science Foundation's Center for Climate and Energy Decision Making

Prof. Morgan discussed his recent study that compared strategies for providing emergency power to residents during a large, long-duration power outage, particularly in rural and suburban communities. He said cooperative strategies such as sharing a higher capacity generator among multiple homes cost 10 to 40 times less than if each household used its own generator. He discussed the regulatory hurdles that currently block these solutions.

Issues covered:
Disaster Preparedness
Infrastructure

Length: 5:06