

**Quarterly Issues Report**  
**KWFM-AM 1330**

*July 1, 2013*  
*Through*  
*September 30, 2013*

# **KWFM-AM 1330 Quarterly Issues Report**

*July 1, 2013 through September 30, 2013*

The following is the Quarterly Issues Report for KWFM-AM 1330- Tucson, AZ. for the third quarter of 2013. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between July 1, 2013 through September 30, 2013. KWFM-AM continues to run the previous quarter Public Service Announcements with the newly added to strengthen the information available to the community.

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

Health Care & Longevity

Minority Discrimination

Children & Safety

Education & Achievement

Fairness in Housing

As last quarter, our listener ship continues to be mostly women. Program material is not gender specific. KWFM-AM is undergoing a change as we continue to build the station into a full service HOT AC entertainment and information station. Many listeners have indicated they are interested in hearing programming that makes them feel good and they will continue to stay tuned for the “other” information programs we also provide. When asked about Public Service Announcements versus commercials, all have stated they would rather listen to the PSAs instead of commercials.

As always, our goal is to provide first quality programming in a professional, polished manner, leaving the listener feeling good as well as informed. Listeners are always encouraged to contact us with comments and suggestions.

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

**The following Public Service Announcements aired on KWFM-AM during the third quarter of 2013: July 1, 2013 through September 30, 2013.**

Addiction Treatment

American Heart Association – Quit Smoking

Child Passenger Safety

COPD Awareness

Hunger Prevention

Stroke Prevention

Stop Bullying

Colorectal Cancer Screening

CPR Instructional To Save Lives

Eyesight Protection

Overactive Bladder Awareness

Recording Artists Against Drunk Driving

Don't Text and Drive

Hepatitis C Awareness

AFib in Women Awareness

Reduce Wild Fires

Call to Recycle

Childhood Obesity

Fatherhood Involvement

Childhood Asthma

A Better Life - Persistence, Achievement, Optimism, Commitment

Saving Lives by Saving Land

Skin Cancer Awareness

United Way Mentoring

Autism Speaks

KWFM-AM continues to support anti-bullying by working with the AdCouncil and the National Association of Broadcasters to promote prevention of this dangerous trend. People must be made aware that bullying does cause damage that can emotionally and socially scar a child or even an adult. According to a national survey released by DoSomething.org, more than 80% of high school students in the US report that they witness bullying at least once a week. Broadcasters can play a critical role in encouraging the community at large with a message for parents to speak with their children about actions they can take to prevent and stop bullying. KWFM-AM has taken additional steps along with Public Service Announcements 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

**QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2013**

Show # 2013-27

Date aired: 7/6/13 Time Aired: 12:00

**Barbara J. Mahler**, Research Hydrologist, U.S. Geological Survey

Ms. Mahler recently authored a USGS report that noted that many common driveway sealants are made of coal tar, which contains dangerous carcinogens. USGS research found that many homes with black driveways have surprisingly large doses of carcinogens in their household dust. She talked about the potential health consequences and explained how consumers can determine if a driveway sealant contains coal tar.

**Issues covered:**  
Personal Health  
Consumer Matters  
Environment

**Length: 8:14**

**Sonya Lunder**, expert in environmental health, Senior Analyst at Environmental Working Group

Ms. Lunder said her organization tested 600 beach and sport sunscreens and only about 20% met their standards for safety and effectiveness. She explained what consumers need to know when choosing a sunscreen product. She also noted that high-SPF products often give a false sense of security, and that sunscreens might actually increase the risk of the deadliest form of skin cancer for some people. She also explained why European consumers have better choices in sunscreens than Americans.

**Issues covered:**  
Personal Health  
Consumer Matters  
Government Regulation

**Length: 8:51**

**Mark Thompson and Brian Tracy**, experts in entrepreneurship, authors of "*Now, Build a Great Business!: 7 Ways to Maximize Your Profits in Any Market*"

Mr. Thompson and Mr. Tracey explained why tough economic times can actually be a good time to start a business. They talked about the importance of a business plan and how to find great potential employees.

**Issues covered:**  
Employment  
Workplace

**Length: 4:59**

Show # 2013-28

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

**Donald Edmondson, PhD, MPH**, Assistant Professor of Behavioral Medicine at the Columbia University Medical Center in New York

Dr. Edmondson's research has discovered that nearly one in four people who suffer a stroke also experiences symptoms of post-traumatic stress disorder afterwards. He discussed other life-threatening illnesses that can also result in PTSD. He said the younger a person is who experiences a life-threatening event, the more likely they are to experience PTSD. He also talked about the potential treatments for the disorder.

**Issues covered:**

**Personal Health  
Mental Health  
Senior Citizens**

**Length: 8:31**

**Kathryn Zickuhr**, Pew Research Center's Internet and American Life Project.

Ms. Zickuhr led a surprising study that found that Americans ages 16 to 29 are actually more likely than older Americans to have read a printed book in the past year and are more likely than their elders to use a library. She discussed the rapidly changing landscape of technology and literacy, and how libraries have adapted.

**Issues covered:**

**Literacy  
Youth Concerns  
Technology**

**Length: 8:44**

**Guillermo Payet**, Founder and President of LocalHarvest.org, a non-profit organization that maintains a nationwide directory of small farms, farmers markets and other local food sources

Mr. Payet explained Community Supported Agriculture, where small farmers sell shares of their annual harvest to local families. The families then receive weekly deliveries of vegetables or fruit. He talked about the positive social and environmental impact of the "buy local" movement.

**Issues covered:**

**Agriculture  
Environment  
Consumer Matters**

**Length: 5:02**

Show # 2013-29

Date aired: 7/20/13 Time Aired: 12:00

**Karen E. Smith**, Senior Research Associate with the Income and Benefits Policy Center at the Urban Institute

Ms. Smith co-authored a study for the Center for Retirement Research at Boston College, which found that the Great Recession may have permanently reduced future retirees' incomes by an average of \$2,300 a year. She explained the reasons behind this finding, who will be most affected, and how Americans can try to mitigate the damage to their retirement savings.

**Issues covered:**

**Senior Citizens  
Retirement Planning  
Economy**

**Length: 7:13**

**Peter J. Pronovost, MD, PhD**, intensive care specialist physician at Johns Hopkins Hospital in Baltimore, Professor at the Johns Hopkins University School of Medicine in the Departments of Anesthesiology and Critical Care Medicine, Professor of Health Policy and Management at the Johns Hopkins Bloomberg School of Public Health, Medical Director for the Center for Innovation in Quality Patient Care, author of "*Safe Patients, Smart Hospitals*"

31,000 Americans die each year as a result of bloodstream infections that occur during hospitalization. Dr. Pronovost is on a state-by-state crusade to prevent these deaths with a simple infection-reduction checklist for hospital personnel. This free program has virtually eliminated infections in participating hospitals.

**Issues covered:**  
**Community Health**

**Length: 10:03**

**Paul Tough**, 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: 5:04**

Show # 2013-30

**Date aired:** 7/27/13 **Time Aired:** 12:00

**Jon D. Miller, PhD**, Research Scientist, Director of the International Center for the Advancement of Scientific Literacy at the University of Michigan

Dr. Smith's research found that 48 percent of Generation X (ages 37-48) are enrolled in continuing education courses or other job training. He explained why technology and the changing job market have made it necessary for midcareer professionals to pursue lifelong learning opportunities. He believes this is the new norm, particularly in technical fields, such as medicine, auto mechanics or information technology, and that workers will routinely return to school to stay up to date with changing technology and trends.

**Issues covered:**  
**Education**  
**Career**

**Length: 7:26**

**Paul Offit, MD**, Chief of the Division of Infectious Diseases and Director of the Vaccine Education Center at the Children's Hospital of Philadelphia, Professor of Pediatrics at the University of Pennsylvania School of Medicine, author of book called "*Do You Believe in Magic? The Sense and Nonsense of Alternative Medicine*"

From visits to acupuncturists, chiropractors and naturopaths to the use of vitamins and supplements, half of the US population uses some form of alternative medicine. Dr. Offit said he believes that alternative medicine can be dangerous because it is an unregulated industry under no legal obligation to prove its claims or admit its risks. He explained why alternative medicine's popularity has grown so rapidly. He said he thinks some alternative treatments do work as a result of the placebo effect, enabled by the healing powers of the human mind.

**Issues covered:**  
**Community Health**  
**Consumer Matters**

**Length: 9:41**

**Meghan Busse, PhD**, Associate Professor of Management and Strategy at the Kellogg School of Management at Northwestern University

Dr. Busse was the co-author of a study that found women frequently are quoted higher prices for car repairs than men. The research also found that consumers (of any gender) who do their homework about the cost of repairs usually pay less. She offered advice on how to avoid being ripped off.

**Issues covered:**  
**Women's Issues**  
**Consumer Matters**

**Length: 4:50**

Show # 2013-31

**Date aired:** 8/3/13 **Time Aired:** 12:00

**Andrew Papachristos, PhD**, Robert Wood Johnson Health & Society Scholar at Harvard University, Assistant Professor of Sociology at the University of Massachusetts, Amherst

Dr. Papachristos is an expert in Social Network Analysis and he used this emerging field of science to analyze the rate of random murders in big cities. He found that the vast majority of homicides are anything but random. Homicide victims and their killers tend to be criminally active and more than two-thirds know each other.

**Issues covered:**  
**Crime**  
**Urban Issues**

**Length: 7:27**

**David J. Linden, PhD**, expert in addiction, Professor in the Department of Neuroscience at the Johns Hopkins University School of Medicine, author of "*The Compass of Pleasure*"

Dr. Linden said whether it involves eating, taking drugs, engaging in sex, gambling or doing good deeds, the pursuit of pleasure is a hardwired, central drive of humans and many other animals. He outlined recent neurobiological research that explains the reasons behind many forms of addiction and pleasure, and why they are interconnected.

**Issues covered:**  
**Substance Abuse**  
**Addiction**  
**Mental Health**

**Length: 9:43**

**Steve Chaouki**, Group Vice President of TransUnion's Financial Services Business unit

Since the start of the Great Recession, more than 4.4 million Americans have lost their homes to foreclosure. Mr. Chaouki's organization studied the differences between two groups who defaulted: those who struggled to keep paying their mortgage along with other debts like car loans and credit cards, and others who walked away from their mortgage while they kept up their other payments. He shared the surprising results of the study and what consumers can learn from it.

**Issues covered:**  
**Economy**  
**Consumer Matters**

**Length: 5:07**



Show # 2013-32

Date aired: 8/16/13 Time Aired: 12:00

**Sonya Madison**, Workplace Attorney and Legal Analyst, based in Atlanta

Ms. Madison said a drunk driving conviction can severely damage a person's chances of finding or even keeping a job. She noted that most large employers typically conduct background checks on potential employees today. She explained why negatives such as a DUI conviction often will remove the applicant from consideration for a job opening.

**Issues covered:**  
Drunk Driving  
Employment

**Length: 7:47**

**Jeff Strohl, PhD**, Director of Research at the Georgetown University Center on Education and the Workforce

Dr. Strohl co-authored a recent study that determined that although more Hispanics and African-Americans are going to college, their access to the most selective schools isn't keeping pace. He said there are major income differences between those with a top education compared to graduates of other schools. He explained the reasons behind this problem, and why it is so difficult to address.

**Issues covered:**  
Minority Concerns  
Education

**Length: 9:21**

**Janet Champ**, co-author of "*Ripe: The Truth About Growing Older and the Beauty of Getting on With Your Life*"

Ms. Champ talked about challenges and myths faced by women as they age. She said many women feel discarded and undervalued as they reach their forties. She believes that this phase of life is rich in often underappreciated beauty and that women who adapt to these changes can offer much to society.

**Issues covered:**  
Women's Issues  
Aging  
Senior Citizens

**Length: 4:39**

Show # 2013-33

Date aired: 8/17/13 Time Aired: 12:00

**Lori Gottlieb, PhD**, psychotherapist who focuses on marriage and family therapy, author, contributor to the magazine and website, "The Atlantic"

Dr. Gottlieb believes that many modern parents are too obsessed with the happiness of their children and will do nearly anything to spare their kids from even mild discomfort, anxiety or disappointment. She said this form of parenting often dooms children to unhappy adulthoods. She explained how parents can recognize this trend in their family and change it.

**Issues covered:**  
Parenting  
Youth at Risk

**Length: 9:11**

**William Hanson, MD**, Professor of Anesthesiology and Critical Care, Surgery and Internal Medicine at the Hospital of the University of Pennsylvania, author of "*The Edge Of Medicine The Technology That Will Change Our Lives The Edge Of Medicine*"

Rapid improvements in technology are revolutionizing the medical profession. Dr. Hanson talked about hi-tech advancements such as diagnostic smartphone apps and telemedicine that have recently become commonplace tools for doctors. He explained how these new trends can benefit patients and what other breakthroughs may be on the horizon.

**Issues covered:**

**Length: 8:10**

**Personal Health  
Technology**

**Philip Reed**, Senior Consumer Advice Editor at Edmunds.com

Some environmental groups have recently recommended that motorists turn off their car anytime they will be idling more than ten seconds. Mr. Reed discussed the wisdom of this advice, and potential safety and car maintenance concerns. He offered other practical suggestions for drivers who would like to reduce pollution and fuel costs.

**Issues covered:**

**Length: 5:03**

**Environment  
Consumer Matters**

Show # 2013-34

**Date aired:** 8/24/13 **Time Aired:** 12:00

**Eric Brende**, author of "*Better OFF; Flipping the Switch on Technology*"

Mr. Brende believes that today's technology has some downsides. He and his wife left the fast-paced life of high technology at MIT to conduct an experiment: spending a year living in the country with an Amish group. He believes the goal should be a balanced life, and suggested that if Americans decreased their dependency on technology (automobiles, televisions, computers), many social problems could be alleviated.

**Issues covered:**

**Length: 8:47**

**Consumer Matters  
Environmental Issues  
Media Issues**

**Kathy Boutis, MD**, Emergency Staff Physician, Hospital For Sick Children in Toronto, Associate Scientist, Child Health Evaluative Sciences Program at Sickkids Research Institute

Dr. Boutis conducted a survey that found that less than half of parents understood that radiation from a computed tomography (CT) scan is tied to an increased risk of cancer for their child. She said a CT scan can expose a child to roughly 60 to 80 times the amount of radiation from a standard X-ray. She explained the long-term health concerns and what parents need to know to make wise decisions.

**Issues covered:**

**Length: 8:25**

**Personal Health  
Parenting**

**Sage R. Myers, MD, MSCE**, Assistant Professor in Pediatrics at the University of Pennsylvania Perelman School of Medicine, Attending Physician in the Division of Emergency Medicine at Children's Hospital of Philadelphia

Contrary to what many believe, living in the city is far less risky than in the country, according to a study Dr. Myers recently completed. She said that although homicides in cities still outpace those in rural areas, the risk of dying from some form of accident or injury is 20 percent greater in rural counties. She explained how this research can be used for future planning of trauma centers and other improvements to the medical system.

**Issues covered:**  
Personal Health  
Crime  
Government

**Length: 4:55**

Show # 2013-35

**Date aired:** 8/31/13 **Time Aired:** 12:00

**John Santa, MD**, Director of the Health Ratings Center for Consumer Reports

Heart health has become a highly profitable business. Dr. Santa talked about the growing wave of cardiac tests and treatments that are being marketed to aging baby boomers. He said the most dubious tests often result in costly, unnecessary and sometimes dangerous treatments. He also explained how health consumers can get accurate information on the proficiency and competence of heart doctors.

**Issues covered:**  
Personal Health  
Senior Citizens  
Consumer Matters

**Length: 8:32**

**Jonathan Levav, PhD**, Associate Professor of Marketing at the Stanford University Graduate School of Business

Wise decision-making is perhaps the greatest factor that determines success or failure in life and business. Professor Levav talked about his study of "decision fatigue." He explained the surprising influences on decisions, and how individuals can improve decision-making by recognizing and controlling those variables.

**Issues covered:**  
Workplace Matters  
Mental Health

**Length: 8:40**

**Bernard Biermann, MD, PhD**, Assistant Professor, Department of Psychiatry at the University of Michigan, Medical Director of the Child/Adolescent Inpatient Unit at Mott Children's Hospital in Ann Arbor, MI

Dr. Biermann completed a study that found that parents severely underestimate their teens' use of drugs and alcohol. While just ten percent of parents thought their kids drank alcohol in the past year, 52 percent of teens admitted to doing so. He talked about the possible reasons in the huge disparity, and offered advice for parents on how to recognize the signs of alcohol and drug use in their teenager.

**Issues covered:**  
Substance Abuse  
Parenting  
Youth at Risk

**Length: 5:07**

Show # 2013-36

**Date aired:** 9/7/13 **Time Aired:** 12:00

**Armon B. Neel Jr., PharmD.**, consulting pharmacist, author of "*Are Your Prescriptions Killing You?: How to Prevent Dangerous Interactions, Avoid Deadly Side Effects, and Be Healthier with Fewer Drugs*"

Mr. Neel said that patients and doctors often don't recognize when prescription drugs may be interacting dangerously with one another. He discussed the financial costs to our nation's healthcare system, and explained how patients can reduce the number of medications they're taking.

**Issues covered:**  
**Personal Health**  
**Senior Citizens**  
**Consumer Matters**

**Length: 7:17**

**Catherine Steiner-Adair, EdD.**, clinical psychologist, school consultant, author of "*The Big Disconnect: Protecting Childhood and Family Relationships in the Digital Age*"

The digital world is here to stay, but what are families losing? Dr. Steiner-Adair believes that today's parents often pay more attention to their smartphones than their children. She discussed the emotional impact felt by kids, and outlined how parents can set boundaries on the use of hi-tech devices for both themselves and their children.

**Issues covered:**  
**Parenting**  
**Youth at Risk**

**Length: 10:00**

**Jack Canfield**, co-creator of the Chicken Soup for the Soul book series, author of "*The Success Principles*" series

Mr. Canfield talked about the keys to success and how to overcome self-defeating beliefs, fears and habits. He also offered principles on building good teams and better relationships at the office, and how to set goals to improve your life and finances.

**Issues covered:**  
**Workplace Issues**  
**Education**  
**Personal Finance**

**Length: 4:51**

Program # 2011-37

**Date aired:** 9/14/13 **Time Aired:** 12:00

**Lori Gottlieb, PhD**, psychotherapist who focuses on marriage and family therapy, author, contributor to the magazine and website, "The Atlantic"

Dr. Gottlieb believes that many modern parents are too obsessed with the happiness of their children and will do nearly anything to spare their kids from even mild discomfort, anxiety or disappointment. She said this form of parenting often dooms children to unhappy adulthoods. She explained how parents can recognize this trend in their family and change it.

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**Parenting**  
**Youth at Risk**

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**Technology**

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**Issues covered:**  
**Environment**  
**Consumer Matters**

**Length: 5:03**

Show # 2013-38

**Date aired:** 9/21/13 **Time Aired:** 12:00

**David Gumpert**, food rights advocate, author of "*Life, Liberty and the Pursuit of Food Rights*"

Mr. Gumpert believes that Americans should have the right to privately obtain foods directly from farmers, neighbors, and local producers, in the same way that previous generations did. He said government regulations are making it increasingly difficult for consumers who wish to get raw milk, custom-slaughtered beef and pastured eggs outside the government regulatory system. He outlined the potential health concerns about mass-produced, processed food sold at supermarkets.

**Issues covered:**  
**Food Safety**  
**Government Regulation**

**Length: 8:29**

**Noël Janis-Norton**, learning and behavior specialist, founder and director of The New Learning Centre in London, author of "*Calmer, Easier, Happier Parenting: Five Strategies That End the Daily Battles and Get Kids to Listen the First Time*"

Ms. Norton offered advice to parents who are tired of nagging, pleading or yelling just to get their kids to do simple tasks. She offered examples of how parents should use positive reinforcement to encourage children to cooperate. She also offered tips on how to make homework a more positive and pleasant task each day.

**Issues covered:**  
**Parenting**  
**Children's Issues**

**Length: 8:40**

**Virginia Reichert**, former director of the Center for Tobacco Control at North Shore-Long Island Jewish Health System

Ms. Reichert talked about a study she conducted that discovered many smokers incorrectly believe that nicotine causes cancer. This misperception makes them less like to use nicotine patches or gum to help them stop smoking. She explained how comprehensive programs can greatly increase the success rate of smokers who want to quit.

**Issues covered:**  
Addiction  
Community Health

**Length: 4:58**

Show # 2013-39

**Date aired:** 9/28/13 **Time Aired:** 12:00

**Emily Rogalski, PhD**, Neuroscientist, Research Associate Professor in Cognitive Neurology and Alzheimer's Disease Center at the Northwestern University Feinberg School of Medicine

Dr. Rogalski is in the early stages of a study of "SuperAgers" — men and women who are in their 80s and 90s, but with brains and memories that seem far younger. She explained what has been learned so far from these exceptional seniors, and what she hopes to discover as the study progresses. She said the research may eventually find ways to help protect others from memory loss.

**Issues covered:**  
Personal Health  
Senior Citizens

**Length: 8:01**

**Amanda Ripley**, investigative journalist, author of "*The Smartest Kids in the World--and How They Got That Way*"

Over the past fifty years, math and science skills have remained largely flat in the US, while soaring in Canada, Finland and many other developed countries. Ms. Ripley explained why some new "education superpower" countries have rapidly improved test scores, and how their policies differ from the US. She said teachers' college programs in the US should become much more selective, only accepting top students.

**Issues covered:**  
Education  
Government

**Length: 9:10**

**Dana Gunders**, Project Scientist, Natural Resources Defense Council's Food and Agriculture program in San Francisco

Ms. Gunders recently co-led a study with Harvard researchers that concluded that dates printed on packaged foods often confuse consumers, leading many to throw out food before it actually goes bad. She said the dates are intended to indicate freshness rather than whether a product is unsafe to eat. She would like to see new government regulations that would standardize food labeling and make it less confusing for consumers.

**Issues covered:**  
Food Safety  
Consumer Matters  
Government Regulations

**Length: 4:55**