

# Issues Programs List

## Quarterly Issues Programs List for Station-KQMB

January 1–March 31, 2022

### Section I. Issues.

The station has identified the following issues as significant issues facing our community in this quarter:

- A. Civic Engagement:** This quarter included Utah’s annual legislative session. Bills debated and passed addressed many issues facing our state, including drought, education, and environmental concerns.
- B. Women Saving for Retirement:** In a recent report, the United States Census Bureau said that women age 55 to 66 were more likely to have no personal retirement savings than men in the same age group and, for those who did have retirement savings, were more likely to have saved less than their male counterparts.
- C. Alzheimer’s Disease:** While Alzheimer’s Disease is the 6<sup>th</sup> leading cause of death in the U.S., it is the 4<sup>th</sup> leading cause of death in Utah. The average number of deaths per capita from the disease has risen significantly in the state since 2013
- D. Early Cancer Detection and Prevention:** While a large reduction in smoking and increase in early detection have led to steady declines in cancer mortality for the last 3 decades, the American Cancer society reports evidence-based interventions could prevent additional cancer mortality and morbidity.
- E. Firearm Suicide:** In Utah, suicides outnumber homicides by 10.3 times and firearms are the leading cause of suicide death in the state. The suicide rate in Utah is 51% higher than the U.S. suicide rate.

### Section II. Responsive Programs

The station has broadcast programming dealing with each of the above-referenced issues. Programming dealing with each issue is set out below.

#### **A. Civic Engagement:**

“**Let Me Speak to the Governor**” – Broadcast March 30, 2022; Duration 35 minutes. This program from the Utah Broadcasters Association featured Utah’s Gov. Spencer Cox addressing questions from listeners and providing insight on the recent legislative session and the impact the bills would have. Topics included drought, education, and civil rights.

#### **B. Women Saving for Retirement:**

“**We Say Save It**” – Broadcast 200 times between January 1, 2022 and March 31, 2022; Duration 30 seconds. These Public Service Announcements from AARP focus on the need for women to save a portion of their income and provide information where to get help figuring out how to save.

#### **C. Alzheimer’s Disease:**

“**Alzheimer’s Awareness**” – Broadcast 197 times between January 1, 2022 and March 31, 2022; Duration 30 and 60 seconds. These Public Service Announcements from the Alzheimer’s Association provide early signs of Alzheimer’s disease and encourage people to talk with their family and doctors about treatment.

#### **D. Early Cancer Detection and Prevention:**

“**Get Screened/Career Day**” – Broadcast 190 times between January 1, 2022 and March 31, 2022; Duration 30 seconds. These Public Service Announcements from the American Cancer

Society encourage early cancer detection through different screening methods and early prevention through childhood vaccines.

**E. Firearm Suicide:**

**“End Family Fire-Service Never Stops”** – Broadcast 171 times between January 1, 2022 and March 31, 2022; Duration 30 seconds. These Public Service Announcements from Brady and the Ad Council features veterans encouraging safe gun storage and awareness of people struggling with depression.