

## QUARTERLY ISSUES/PROGRAMS LIST

There follows a listing of some of the significant issues responded to by Station **KWCX & KHIL**, along with the most significant programming treatment of those issues for the period **April, May & June 2012**. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Program/Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
Cochise Days 2012		April		30 seconds	Cochise Days in Sunsites Arizona starts this Friday through Sunday. This years events include the Cochise Days parade, 60 street vendors, talent show, car show, street dance, art shows, wine garden, a radio controlled aircraft show and free admission. Go to <a href="http://xwave1049.com">xwave1049.com</a> for information.
Stand Up 2 Cancer		May & June		30 seconds	PHD and Safeway is proud to be a part of the <i>Stand Up 2 Cancer</i> (SU2C) initiative; a movement created to raise funds to accelerate groundbreaking cancer research that will get new therapies to patients quickly and save lives. SU2C's goal is to bring together the best and the brightest in the cancer community, encouraging collaboration instead of competition.
Skin Cancer		May		60 seconds	<p><b>Intro:</b> Temperatures are rising in Arizona – and so are skin cancer rates. The American Cancer Society wants to make sure people stay safe this summer. Yolanda Wide with A-C-S recommends wearing sunscreen with a skin protection factor, or 'S-P-F,' of at least 30 when outdoors, and reapplying it hourly. Wide says next Friday, the Friday before Memorial Day, is known as "Don't Fry Day."</p> <p style="text-align: center;"><b>Cut 79162</b> :09 <i>"That is a day to raise awareness about skin cancer, and just help people take steps the deadly disease of skin cancer."</i></p> <p><b>Tag:</b> In Arizona, according to the E-P-A, nearly 15-hundred people were diagnosed with skin cancer in 2009. An estimated 175 people die in Arizona from melanoma, the most serious type of skin cancer, every year. Coconino County has the highest rate of new melanoma cases, 54-percent higher than the state average.</p> <p><b>Second Cut:</b> Wide says when looking at moles, remember 'A-B-C-D' for things a doctor should check. "A" stands for asymmetrical...</p> <p style="text-align: center;"><b>Cut 80162</b> :13 <i>"'B' is for border. If the edges are ragged or blurred, then that's another sign to be doctor about. 'C' is for color; make sure that the pigmentation is not uniform."</i></p>

					<p><b>Tag:</b> And, “D” stands for diameter. Wide says if a mole is the size of a pencil eraser or larger, it should be examined.</p> <p><b>Third Cut:</b> Wide advises staying away from tanning beds – and telling young friends and relatives to do the same.</p> <p><b>Cut 81162</b> :08 <i>"Mostly teenagers tend to utilize tanning beds, so we have literature geared specifically for them to understand that they are dangerous."</i></p> <p><b>Fourth Cut:</b> And if you are concerned about a mole that doesn't look right, don't hesitate to check it out.</p> <p><b>Cut 82162</b> :08 <i>"Individuals interested in possibly receiving a skin cancer screening can call the American Cancer Society to find out if there is a screening in their area."</i></p> <p><b>Tag:</b> The Cancer Society says melanoma, the most serious type of skin cancer, will account for more than 75-thousand cases of skin cancer in 2012.</p> <div style="border: 1px solid black; padding: 5px;"> <p><b>OPTIONAL REPORTER WRAP: uses first soundbite(s)</b>  <b>LEAD:</b> Temperatures are on the rise in Arizona – and so are skin cancer rates. The American Cancer Society wants to make sure folks in the Grand Canyon State stay safe this summer. Doug Ramsey reports May is Skin Cancer Awareness Month.</p> </div>
Stroke		May		60	<p><b>Intro:</b> May is Stroke Awareness Month in Arizona, and one of the messages is that it can happen at any age. Kyle Sheeler was a healthy and athletic 18-year-old when he suffered a stroke. Now, he helps educate others about the warning signs and the importance of quick hospital treatment.</p> <p><b>Cut 84162</b> :12 <i>"You want to act fast because the longer you wait the more brain that's damaged. Because with the more time that passes you could have more cognitive difficulties, you could have more memory loss."</i></p> <p><b>Tag:</b> F-A-S-T is the acronym to remember symptoms. 'F' is for face – one side may become droopy. 'A' is for arm – inability to raise both arms, or one arm becomes weak. 'S' is for speech – talking may become slurred or confused. And 'T' is for time – call for emergency help immediately.</p> <p style="text-align: center;">***</p> <p><b>Second Cut:</b> Stroke Awareness Month is also focusing on the risk factors – which include high blood pressure, diabetes, smoking and obesity. Sheeler says many of those risks can be controlled.</p> <p><b>Cut 85162</b> :09 <i>"You don't have to go crazy exercising or anything like that, but just find something active and that can really prevent it. Just live a healthy lifestyle."</i></p>

					<p><b>Tag:</b> Stroke is the fifth leading cause of death in Arizona.</p> <p style="text-align: center;">***</p> <div style="border: 1px solid black; padding: 5px;"> <p><b>OPTIONAL REPORTER WRAP: uses first soundbite(s)</b>  <b>LEAD:</b> May is Stroke Awareness Month in Arizona, and one of the messages is that it can happen at any age. An 18-year old who survived a stroke is helping to spread the message, as Doug Ramsey reports.</p> </div>
Cochise County Humane Society				online	<p>Going 2 the Dogs has partnered with the Cochise County Humane Society to bring Sierra Vista a "Going 2 the Dogs Health Fair". The Health Fair will be held at the Mall at Sierra Vista on Saturday, June 4<sup>th</sup> from 11:00 to 3:00. Please join us to celebrate your love for your dog. Stop by to visit booths of local veterinarians to gain valuable health information related to your canine friend. You will have the opportunity to learn about grooming, obedience training, emergency services, first aid, oral hygiene, nail trimming, micro-chipping and many more ideas for your dog. Of course you will also be able to learn more about the low-cost spay and neuter clinic and financial assistance that may be available to you. The clinic will be exclusively in Whetstone this month. Call 803-7385 to check on availability. Huachuca City Residents please call to learn about a grant we received which offers financial assistance for you to have your pets spayed or neutered.</p>
Cochise County Humane Society				online	<p><b>SUMMER SAFETY TIP FOR YOUR PET</b>  <b>DO NOT LEAVE YOUR PET ALONE IN AN AUTOMOBILE</b>  Dogs and cats can't perspire and can only dispel heat by panting and through the pads of their feet. This is an effective but not an efficient cooling system. During warm weather, the inside of your car can reach 120 degrees in a matter of minutes-even if you're parked in the shade. Pets left in hot cars even briefly can suffer from heat exhaustion, heat stroke, brain damage, and can even die.</p> <p>In Arizona pet owners can be arrested for leaving a pet unattended in an automobile (ARS 13-2910). To report violations of this law please call Animal Control (Sierra Vista) at 520/458-4151. In other Cochise County areas call the Sheriff's Department at 520/432-9500.</p> <p>Remember: Your pet trusts you to look out for his safety! Don't let him down.</p>
<b>COCHISE COUNTY RECORDER</b>		May & June			<p>Cochise County Recorder Christine Rhodes reminds early voters that ballots for the June 12 Special Congressional General Election must be received in her office by 7 pm on Election Day. She emphasizes that early voters must sign and date the affidavit on the ballot envelope. Voters may request an early ballot by mail by calling (520) 432-8354 before Friday, June 1 at 5 pm.</p>

<p>Bike Safety</p>				<p>60</p>	<p><b>Intro:</b> Summertime school vacations in Arizona mean more time on two wheels – and riding a bike without a helmet significantly increases the risk of a head injury in the event of a crash. Emergency room Doctor Mike Gittleman says wearing a helmet can reduce the chance of a head injury by 85 percent, and those injuries can run the gamut.</p> <p><b>Cut 31162 :</b>10 <i>"Sometimes you just see some abrasions, but they can also be more serious, where you can have intracranial bleeding – and it can even cause death."</i></p> <p><b>Tag:</b> Dr. Gittleman says with the exception of motor vehicles, bicycles are tied to more childhood injuries than any other consumer product – including trampolines, ladders and swimming pools.</p> <p><b>Second Cut:</b> Leading by example and wearing their own helmets, he says parents increase the likelihood that their children will wear them as well. And it's critical to ensure a proper fit.</p> <p><b>Cut 32162 :</b>11 <i>"Just as you get your bike checked on a yearly basis, or you change the wheels on your bike, you also want to make sure your helmet fits you, and make sure that it's fitted appropriately."</i></p> <p><b>Tag:</b> Dr. Gittleman says a local bike shop, or even a website like the National Highway Traffic Safety Administration, can provide tips for a correct fit.</p> <p><b>Third Cut:</b> Wearing a helmet while cycling in Arizona is generally not required, but Dr. Gittleman says wearing a properly-fitting helmet has a number of benefits.</p> <p><b>Cut 33162 :</b>13 <i>"The usage alone will not only save lives and injury, but it also saves healthcare dollars. The injuries are great, and if we can prevent them in the forefront, it would be saving healthcare dollars."</i></p> <p><b>Tag:</b> Arizona has no statewide bicycle helmet law, but several localities require helmets for children under 18, including Flagstaff, Pima County, Sierra Vista and Yuma.</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><b>OPTIONAL REPORTER WRAP: uses Gittleman 1+2 soundbite(s)</b>  <b>LEAD:</b> Summertime school vacations in Arizona mean more time on two wheels – and riding a bike without a helmet significantly increases the risk of a head injury in the event of a crash. Doug Ramsey reports.</p> </div>
<p><b>National Police Week 2011</b></p>					<p>Hi! I'm Stephanie Childers. This week is National Police Week. National Police Week was started in 1961 by President John F Kennedy. National Police Week pays tribute to local, State, and Federal law enforcement officers who serve and protect us with courage and dedication. Each year, between 140 and 160 officers are killed in the line of duty and their families and co-workers are left to cope with the tragic loss. May 15<sup>th</sup> is National Peace Officer Memorial Day to honor those fallen officers. X Wave 104.9 and KHIL thank all our men and women in blue for everything you do. Thank you!</p>

<p><b>Report: 'Killer Heat' Could Take Thousands of AZ Lives</b></p>				<p>60</p>	<p>PHOENIX - Arizona's summer heat has arrived, and <a href="#">a new report</a> finds that excessive heat is likely to continue in years to come, with deadly consequences. A report by the Natural Resources Defense Council predicts that 2000 people in Phoenix alone could die by the end of the century from excessive heat.</p> <p>Daniel Lashof, program director of the Climate and Clean Energy Program at the NRDC and a contributor to the report, says climate change is the cause.</p> <p>"It's because the amount of heat-trapping carbon pollution in the atmosphere continues to rise, and that is the primary driver of the climate change that we have seen over recent decades."</p> <p>The report says that unless more is done to protect the most vulnerable, the total number of Americans who fall victim to heat-related deaths could reach as high as 150,000 by the end of the century.</p> <p>Dr. John Mac Crawford, nurse advocate, Health Care Without Harm, and an expert in the public-health response to global climate change, sees carbon pollution as a serious public health threat, and says this report should be a wake-up call.</p> <p>"The polar bear being the face of climate change is not going to help the cause of getting people to be aware of it. When people realize the threats to human health that we are seeing even now, well, that might open some eyes."</p> <p>The EPA is taking public comment through June 25 on a proposal to limit carbon pollution from new power plants.</p> <p>The report is online at <a href="http://www.nrdc.org">www.nrdc.org</a>.</p>
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