

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 January, February & March 2014. 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
Willcox Meth Task Force		January, February & March		30 secs	Station produced spot: This is Dr Walker of Walker Family Medicine. I would like to remind you of a devastating drug called meth. Also known as ice, tina, speed and crank. Meth is addictive and causes brain damage even from its very first use. Meth affects the entire community. Meth is costly as it relates to crime, meth lab clean up, foster care and addiction. The best treatment is the prevention of meths first use. For more information please visit www.willcoxmethtaskforce.org .
Cancer Screenings		January		120 secs	<p>Trouble on the Horizon as Cancer Screenings Decline</p> <p>PHOENIX - The American Cancer Society, along with cancer experts across the country, has promoted cancer screenings as a way to cut cancer death rates, especially for breast, colon and prostate cancer. But over the last decade, the number of people seeking those screenings has dropped.</p> <p>Chuck Reed with the American Cancer Society thinks part of the reason is confusion.</p> <p>"People aren't sure exactly when to go in to get that first screening, and I strongly suggest to everybody to visit the American Cancer Society website and get our recommendations for screenings, because I believe we have the best ones out there."</p> <p>He says another reason for the drop may be that people fear bad news, but Reed says early detection means a better chance of a cure.</p> <p>Arizona has one of the lowest cancer rates in the nation, but state health officials warn that too many Arizona cancer cases don't get diagnosed until the disease has advanced beyond its initial stages.</p> <p>This news comes as new research from the Wake Forest Baptist Medical Center finds that cancer survivors in rural areas are more likely to report they are in poor health, compared to survivors living in urban areas.</p> <p>Reed says people need to be proactive about their health.</p> <p>"We can help people if they just follow the advice we give, so if they do indeed find cancer, we find it at an early stage. So, I'm more concerned about what's going to happen down the road as far as finding cancers in more advanced stages."</p> <p>Reed says if you haven't had a mammogram by age 40, you need to go in; if you haven't had that colonoscopy by age 50, you need to get one. For other recommendations on when to get cancer screenings, go to Cancer.org.</p>

Fire Safety & Prevention 1		January, February & March		30 seconds	Station produced spot read by Willcox Police Chief Jake Weaver: Hello I'm Chief Weaver from the Willcox Fire Department. Do You know that more than 4000 Americans died in home fires last year? In Most cases the home did not have a working smoke alarm. A sounding smoke alarm gives you the extra seconds you need to get out of your home alive. Install and maintain a smoke alarm in every level of your home. Replace the battery every year. It's a simple way to keep you and your family better protected 24/7.
Fire Safety & Prevention 2		January, February & March		30 seconds	Station produced spot read by Willcox Police Chief Jake Weaver: If a fire breaks out in your home how will you know? Smoke and heat build quickly making every second count. A working smoke alarm can alert you to the danger and make the difference between life and death. Install and maintain a smoke alarm in every level of your home. Replace the battery every year. It's a simple way to keep you and your family better protected 24/7.
Fire Safety & Prevention 3		January, February & March		30 seconds	Station produced spot read by Willcox Police Chief Jake Weaver: Imagine a fire burning in your home with your family fast asleep smoke and heat build quickly making every second count how will every one escape? Without a plan you may not know the best route to safety. Create an escape plan and make sure everyone in your home practices it. Plan two routes of escape from every room and designate a meeting place outside the home. Remember, get out and stay out.
Fire Department Bake sale		Feb 7 & 8		30 seconds	Today from 9 to 5 in front of the Willcox Safeway the Chiricahua Trails Fire Department is having a fund raising bake sale. Stop by for some delicious homemade cakes, breads and cookies and help one of our local volunteer fire departments. Great snacks for a great cause!
Dr Walker Monthly Health PSA		January, February & March		60 Seconds	Did you know that prostate cancer is diagnosed every 2 minutes and 15 seconds? Hello! This is Dr. Walker providing you this month's health tips. It is important to screen for prostate problems with a simple blood test called a PSA, or Prostate Screening Antigen test. This screening should occur by age 45. Some symptoms of prostate problems could be difficulty or frequency with urination, blood in your urine, or bone pain. It is important to remember to live a balanced life in order to help prevent disease. Maintain a healthy lifestyle and follow-up with your local healthcare provider to discuss screening and prevention of prostate cancer.
Willcox Police Department		January, February & March		30 seconds	Station produced spot read by Chief Weaver; Hello. This is Chief Weaver of the Willcox Police Department. Willcox is a great place to live and work and we ask everyone to help us keep it safe. Please do not drink and drive or drive will impaired. Remember the life you save me be your own or that of a loved one. Have a great time, but drink responsibly. This message brought to you by the Willcox Police Department and XWave 104.9.
Willcox Police Department Fire safety		January, February & March		90 seconds	Station produced spot read by Chief Weaver: This is Chief Weaver of the Willcox Department of public safety. During national fire prevention week attention is focused on promoting fire safety and prevention. However we should practice fire safety all year long. Many potential fire hazards go undetected because people simply do not take the steps to fireproof their home. Many bedroom fires are caused by misuse or poor maintenance of electrical devices, smoking in bed and children playing with matches and lighters. Most potential hazards can be addressed with a little common sense. For example, be sure to keep flammable items like bedding, clothes and curtains at least three feet away from portable

					<p>heaters or lit candles and never smoke in bed. Also items like appliances or electric blankets should not be operated if they have a frayed power cord and electrical outlets should never be over loaded.</p> <p>Install and maintain a working smoke alarm outside of every sleep area and remember to change the battery at least once a year.</p> <p>Designate two escape routes from each bedroom and practice them regularly.</p> <p>Teach everyone the stop, drop and roll technique in case clothing catches on fire.</p> <p>Teach children that matches, lighters and candles are tools not toys. Matches and lighters should be stored in a secure drawer or cabinet.</p> <p>Here are six ways to teach children to be smart about fire safety.</p> <ul style="list-style-type: none">1 Stay away from matches lighters and candles2 Make and practice a family fire escape plan3 Know what to do in case of a fire, crawl low under smoke and get out fast.4 Learn the sound of smoke alarms in your home.5 Test your smoke alarms every month.6 Know how to call 911 to report a fire.
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