

KQSR-FM 4TH

Quarter 2016

QUARTERLY ISSUES AND PROGRAM REPORT

During this quarter the community needs and interests as ascertained with community leaders were addresses by significant public affairs or public service programming in response to the following:

- 1. Recreation** (community events, etc.)
- 2. Family** (Parenting, Children at Risk)
- 3. Education**
- 4. Agriculture** (both retail and industry point of view)
- 5. Government** (meetings, voter education, roads, laws, annexation, etc.)
- 6. Health** (includes prevention, abuse, diseases, free clinics, YRMC events etc.)
- 7. Community Service Organizations** (Local Non-Profits, government programs, etc.)
- 8. Consumer Protection** (identity theft, recalls, scams)
- 9. Crime** (prevention, meetings, etc.)
- 10. Diversity** (racism, minorities, immigration, etc.)
- 11. Senior Citizens**
- 12. Military**

KQSR-FM

4th Qtr 2016 Quarterly Issues and Program Report

Date Aired: 10/01/16

Time Aired: 6AM

Length: 15 min

TOPIC OF THIS SHOW: HOSPICE OF YUMA
Annual Monster Mash Halloween Benefit
Guest: JOHN WILLIAMS Director of
HOY

ISSUE: 1, 7

The annual Halloween benefit for Hospice of Yuma is going to be happening on the 15th of October taking place at the AWC Schoening Center in the 3C building. John wanted to emphasize that HOY is Helping the Yuma community that is does not have benefits. The majority of the Yuma community does not have insurance and this benefit will raise funds to keep Hospice of Yuma functioning. The event will be dinner, dancing, and silent auction items. The community is encouraged to also become a sponsor and especially a title sponsor. Come out and dress in a costume there will be a Contest for best costume. All proceeds to go to HOY and they are always tax deductible. The Yuma community is also able to donate An auction item too. Everything raised goes to help Hospice of Yuma. Call 928 - 343-2222.

TOPIC OF THIS SHOW: DESERT DIGEST
COMMUNITY RELATED TOPICS WITH
Guest Russell McCloud

Aired 6:15AM

ISSUE: 5

Russell McCloud Yuma County Supervisor came in to talk about things that the Yuma community may want to regarding property taxes. Real Number is called the levy the jurisdiction is within the City Limits and the county is within the county the levy is the total amount of dollars that needs to be collected and the rate is what the property tax rate after being the last number derived in the equation. This is what Russell wanted to talk about which is the property values dropped the rate has to go up. Russell also discussed his trip to Washington D.C. last month and He went to bat for the Yuma Community on things like road repair. If anyone in the community needs to get a hold of Russell he can be Reached at his local place of business AAA on third avenue.

KQSR-FM

4th Qtr 2016 Quarterly Issues and Program Report

Date Aired: 10/8 . 9
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: UNITED BLOOD SERVICES
Guest: JANET HOPKINS & DIANE SINGLETON

ISSUE: 6,7

I invited in Donna Singleton and Janet Hopkins to discuss the shortage of blood in the area and to discuss the importance of having a supply of blood for emergencies in the hospitals etc. Donna mentioned that they have several blood drives coming up and it is important to keep the supply stocked since blood has an expiration date. The schools in the area (high schools) will be host to many of the drives and the community can find a local drive near them by logging into blood hero dot org. they also spoke of the Winter Visitor population that is very diligent when it comes to donating blood when they are here for the winter months. They can use ALL types. They can also now test for the Zica virus which was questionable the last time they came in to the studio.

TOPIC OF THIS SHOW: SUNSET COMMUNITY
HEALTH CENTER
Guest: DIRECTORS ANNA AND ADRIANNA

ISSUE: 2, 6

AIRSD 6:15 AM

I invited the directors of the Sunset Community Wellness Center to come in to talk about the flu Campaign this year and to discuss what the community can do to prevent flu and illness with the upcoming cold and flu season. The Health Center has a community Health Fair coming up and are inviting anyone that is in need of a flu shot or any other vaccine to visit the facility and see how they can prevent from getting ill. Sunset Community Health and Wellness also will take income status and find a program that is Right for the individuals, or families of the Yuma community. Children and the elderly are also high risk for severe Flu and Vaccinations are recommended for all that are on the high risk list. If you have a primary care physician you are encouraged to make and appointment.

KQSR-FM

4th Qtr 2016 Quarterly Issues and Program Report

Date Aired: 10/15-
Time Aired:

6 AM

Length: 15 min

TOPIC OF THIS SHOW: Brigitte's Gift
Guest: Wendy Mackay and Robby
Rodriguez

ISSUE: 1,2,6,7

Bridget's Gift is a non-profit raising hope and awareness in Bridget's name since her passing. Bridget's Gift is having fundraisers all year long. This BIG yearly event Coming up is October 10th and is a concert being put on by Country artist Lauren Alaina and special guest Thompson Square. The event is at the Cocopah Events Lawn and tickets in advance are 50.00 And at the gate 60. There will be several acts prior to the BIG show and dinner will also be served in the VIP area. Wendy and Robbie are Knee deep into the fundraiser for this event and are also asking community members to come to local restaurant Brewers for a Take-Over on 20th for Lunch/ Dinner as a percentage of ALL proceeds go to Bridget's Gift.

TOPIC OF THIS SHOW: YUMA VISITORS BUREAU
Guest: DUSTIN MYLIUS

ISSUE: 1,7

Aired 6:15 AM

Dustin from the Yuma Visitor's Bureau was invited in to talk about the annual Rio De Cerveza coming to Desert sun Stadium on November 19th. This is a 21 and up event and it's a great way for the Yuma community to get a taste of the local and not so local beer brewers. Beer brewers from around the country are invited to set up and have their homemade brew on hand for the locals to taste and Vote on their favorite. The event will be from 5pm to 9pm entertainment is provided and VIP tickets are also available for early entry at 4pm. Dinner is provided by local establishments and Other vendors will be on hand to show off their products. You can obtain tickets by going to visityuma.com or by calling (928) 376-0100.

KQSR-FM

4TH Qtr 2016 Quarterly Issues and Program Report

Date Aired: 10/22

Time Aired:

6 AM

Length: 15 min

TOPIC OF THIS SHOW: SSCH FLU AND WELLNESS
GUEST: ADRIANA AND ANNA

ISSUE: 2, 6

Flu season is here, and it's time to get your annual flu shot. For the past six years Sunset has been holding preventive and educational campaigns as an effort to support the physical and emotional wellbeing of our community. Using Sunset's 2 medical mobile units our professional team will be traveling to 7 different locations throughout Yuma County offering free flu vaccines to children ages 3 years and older, as well as enrollment, eligibility assistance and health screenings to adults. SSCH will be hosting its 3rd Annual "5K Walk/Run for Diabetes" event in collaboration with the Town of Wellton on Saturday, November 12th with registration check in starting at 8:00 a.m. and the Walk/Run starting at 9:00 a.m. at the Wellton Community Center located at 10234 Dome Street, Wellton, AZ .

TOPIC OF THIS SHOW: NATIONAL NOVEL
GUEST : Sarah Wisdom and NANOWRIMO
Winner BECKY BRENDAL

Aired 6:15 AM

ISSUE: 3, 7

Yuma County Main Library along with the other branches will be sponsoring National Novel Writing Month. This is an exercise program to help build writing skills and they will have workshops beginning in October each Saturday to help the Novelist build their stories and characters for the outline of the novel. It is a serious exercise that will help the writing enthusiast to gain confidence and wisdom with the tools necessary to start writing. When asked what made a novel the answer was quite simple. 50,000 words. If it is 49,998 words Becky suggested putting "THE END", That would make it an official novel. Nobody is to start writing until November 1st . Only outline and characters will be permitted So each entrant has the same time to write the novel.

KQSR-FM

4th Qtr 2016 Quarterly Issues and Program Report

Date Aired 10/29-
Time Aired:

6 AM

Length: 15 min

TOPIC OF THIS SHOW: RIO DE CERVEZA
Guest: Dustin Mylius YVB

ISSUE: 1,7

Dustin from the Yuma Visitor's Bureau was invited in to talk about the annual Rio De Cerveza coming to Desert sun Stadium on November 19th. This is a 21 and up event and it's a great way for the Yuma community to get a taste of the local and not so local beer brewers. Beer brewers from around the country are invited to set up and have their homemade brew on hand for the locals to taste and Vote on their favorite. The event will be from 5pm to 9pm entertainment is provided and VIP tickets are also available for early entry at 4pm. Dinner is provided by local establishments and Other vendors will be on hand to show off their products. You can obtain tickets by going to visityuma.com or by calling (928) 376-0100.

TOPIC OF THIS SHOW: AZCA
GUEST: SHANNON GONZALAZ AZCA Director.

A I R E D 6:15 AM

ISSUE: 2,7

Arizona's Children Association dedicated to making the lives of children in the Yuma community better is hosting the annual Change For Children "CHANGE DRIVE on November 19th and is hosting at two locations. The first is to be held at the Yuma Palms Mall Roundabout and is incorporated into the Family fun Day. The community is encouraged to come out and drop their change and piggy Banks to collect money for the Children that have been displaced or are in the Foster Care system. The next location to be going on at the same time is in the foothills and is a change drive at the Fry's Shopping Center. Our winter visitors are encouraged as well to come out and donate what they can to a wonderful program designed to keep the children in clothing and essentials.

KQSR-FM

4TH QTR 2016 Quarterly Issues and Program

Date Aired: 11/5

Time Aired: 6AM

Length: 15 min

TOPIC OF THIS SHOW: UNITED BLOOD SERVICES
Guest: JANET HOPKINS AND DONNA
SINGLETON

ISSUE: 6, 7,

Daryl Turvo the president of the Rough Riders Motorcycle Club contacted me to do an interview on the upcoming Ride for Veterans. The ride is slated for November 12th. Participants can register at Bobby's Territorial Harley Davidson at 8am sharp and the donations accepted are 20.00 for a single rider and 30.00 per couple. There are stops along the way that will host the riders and even if you don't have a motorcycle you can register and drive a vehicle to all of the stops. All the funds raised at each stop and along with the registration will go back in to support local Veterans and help with whatever it is they need. This could be housing, cost of living expenses, help in finding employment. This is a great run and they do it every year. You are encouraged to attend.

TOPIC OF THIS SHOW:
UNITED BLOOD SERVICES
Guest: JANET HOPKINS AND DONNA
SINGLETON Aired 6:15 AM

ISSUE: 6, 7

I invited in Donna Singleton and Janet Hopkins to discuss the shortage of blood in the area and to discuss the importance of having a supply of blood for emergencies in the hospitals etc. Donna mentioned that the October blood drives are the time since a lot of students are blood donors and the schools are open so the students are available for donating blood. The United Blood Services team suggests that the donor log on to bloodhero.org to look for blood drives in the community and to schedule an appointment which is not required but suggested. There is a first ever blood drive in Somerton and they said the appointments were filled which was great news to hear. Our local blood supply goes down every summer and it is vital to keep the supply going.

KQSR-FM

4th Qtr 2016 Quarterly Issues and Program Report

Date Aired: 11/12-
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: AZCA
GUEST: SHANNAN GONZALAZ

ISSUE: 1, 2, 7

Shannan from Arizona Children's Association was here to Discuss the Family fun Day for November 19th. Arizona Children Association is a non-profit C3 that helps in the placement of children in need of a fostering parent or parents. This is an annual event and is a drive to help change the lives of our children. The two locations this year are going to be held at The Yuma Palms Mall with family fun for all. The community is encouraged to stop by with any donation that they can give to help make a change in the lives of children. The Yuma Palms location will have all kinds of fun for kids and Vendors, entertainment and so much more. The other location will be at the FRY's Foothills Shopping Center and El Dorado will be there Taking the donations as you get your holiday shopping done.

TOPIC OF THIS SHOW: ACHIEVE HUMAN SERVICES

Guest: Carol Carr President - Chief Executive Officer
Aired 6:15 AM

ISSUE: 7,8

Carol Carr President - Chief Executive Officer from AES and AHS Came in with Melissa her acting manager came in to let the community in on the amazing strides Achieve Human Services has taken since the ribbon cutting in March. Achieve Human Services is also a part of Achieve Enterprise Services and they create jobs and Have a number of accounts here in the Yuma community serving businesses. They also have a computer drop off location that is A place where you can dispose of your electronics safely and or Have one of the skilled professionals of the company refurbish your Old electronics. They also wanted to let Yumans know that they will be having a laptop and desktop computer sale with any drop off item laptops and desk computers for as little as 99.00 with a donated one.

KQSR-FM

4TH Qtr 2016 Quarterly Issues and Program Report

Date Aired: 11/19
Time Aired: 6AM

Length: 15 min

TOPIC OF THIS SHOW: HISTOPRIC THEATER
YUMA
GUEST: PAT QUINN

ISSUE 1,2,7

Production Director pat Quinn came in to discuss the Historic Downtown Theater and their productions for the upcoming holiday season. Pat has been involved with the theater for many years and Keeps the promise to the Yuma community to have a plethora of shows and plays with local talent and people who want to be in the Spotlight. The plays started try outs and reading back in September and tickets for all shows are available by calling the Art Center next to the theater or by purchasing online. Patrick Quinn has been Acting and directing theater productions here in the Yuma community For years and has a knack of putting on great performances with the talent that he chooses for his productions. The plays usually sell out in a short period of time and he suggested to grab tickets soon.

TOPIC OF THIS SHOW: EL TORO BOWL AWC
GUESTS AWC COACHES

Aired 6:15 AM

ISSUE: 1,2,

AWC EL TORO BOWL IS A HIGHLIGHT OF DECEMBER HERE IN THE YUMA COMMUNITY AND THIS YEAR ARIZONA WESTER COLLEGE IS HOSTING KANSAS IN THE CHAMPIONSHIP EL TORO BOWL. THE COACHES FROM BOTH TEAMS WERE ON THE AIR AND KANSAS COACH CALLED IN ON THE PHONE LINE TO INTERVIEW WITH US. WHEN ASKED HOW THEY RECRUIT FOR THE FOOTBALL TEAMS THEY SAID THAT THEY RECRUITED AS ANY COLLEGE DOES AND THEY HAVE PLAYERS THAT ARE EXCHANGE STUDENTS AS WELL. THE EL TORO BOWL IS A GREAT FAMILY EVENT AND THEY ARE ENCOURAGING ALL TO COME OUT AND TAILGATE PRIOR TO THE GAME AND DRESS WARM BACAUSE IT MAY BE A BIT CHILLY DECEMEBR 3RD AS YUMA USUALLY GETS A NORTH WIND JUST PRIOR TO THE CHRISTMAS HOLIDAY. AWC SPORTS PROGRAM IS A TREMENDOUS JOY IN THE YUMA COMMUNITY AND THEY ARE THE BEST OF THE BEST.

KQSR-FM

4th Qtr 2016 Quarterly Issues and Program Report

Date Aired: 11/26

Time Aired:

6AM

Length: 15 min

TOPIC OF THIS SHOW: United Way
GUEST : Hilda

ISSUE: 7

Hilda from United Way of Yuma came in to discuss TAX preparation for year end. They are hosting several different locations this year to help people in the Yuma Community understand their taxes and help prepare them. The locations for United Way Tax Help can be found on their website. United Way of Yuma County is once again preparing tax returns to qualifying individuals throughout Yuma, Somerton and San Luis and all are encouraged to take advantage of the services as long as you have a qualifying income of 30K or less per single annually and a combined income (married couple of 38K). United way Tax preparation service is dedicated and has volunteers trained through the Internal Revenue Service. For more information you can call United Way or to make an appointment.

TOPIC OF THIS SHOW: EL TORO BOWL AWC
Guest: AWC COACHES

AIRER 6:15 AM

ISSUE: 1,2

AWC EL TORO BOWL IS A HIGHLIGHT OF DECEMBER HERE IN THE YUMA COMMUNITY AND THIS YEAR ARIZONA WESTER COLLEGE IS HOSTING KANSAS IN THE CHAMPIONSHIP EL TORO BOWL. THE COACHES FROM BOTH TEAMS WERE ON THE AIR AND KANSAS COACH CALLED IN ON THE PHONE LINE TO INTERVIEW WITH US. WHEN ASKED HOW THEY RECRUIT FOR THE FOOTBALL TEAMS THEY SAID THAT THEY RECRUITED AS ANY COLLEGE DOES AND THEY HAVE PLAYERS THAT ARE EXCHANGE STUDENTS AS WELL. THE EL TORO BOWL IS A GREAT FAMILY EVENT AND THEY ARE ENCOURAGING ALL TO COME OUT AND TAILGATE PRIOR TO THE GAME AND DRESS WARM BACAUSE IT MAY BE A BIT CHILLY DECEMEBR 3RD AS YUMA USUALLY GETS A NORTH WIND JUST PRIOR TO THE CHRISTMAS HOLIDAY. AWC SPORTS PROGRAM IS A TREMENDOUS JOY IN THE YUMA COMMUNITY AND THEY ARE THE BEST OF THE BEST.

KQSR-FM

4TH Qtr 2016 Quarterly Issues and Program Report

Date Aired: 12/3
Time Aired:

6AM

Length: 15 min

TOPIC OF THIS SHOW: HISTOPRIC THEATER
YUMA
GUEST: PAT QUINN

ISSUE 1,2,7

Pat Quinn is production supervisor for the Historic Yuma Theater and he came in to let the community know that the plays around the Holidays are selling out. Pat Quinn has been the main production supervisor for several years and has the ability to put on the most enjoyable productions at the Historic Yuma Theater located in downtown Yuma. The building is very old and is a part of the arts center. The season is in full swing and there are many productions that will go beyond the Christmas holiday in to March of 2017. If you have questions or ideas or even tickets they are always available at the Yuma Arts Center or you can call the box office directly. Historic Yuma Theater is a Yuma landmark and is well Maintained and has a certain charm. A must see!!!!!!

TOPIC OF THIS SHOW: NOISY TOYS
Guest MICHELE MICHAELS ACDHH

ISSUE: 2,7,11

Aired 6:15AM

I was contacted by the Arizona Commission for the Deaf and the Hard of Hearing to come in and do a segment on Noisy Toys for the upcoming Holiday season and to have a segment for parents to listen to on how sound, even the smallest amount can be damaging to a child's hearing as early as 3 months. Wind- up toys, music boxes and dolls of all kinds are coming equipped with a voice box or musical abilities and the decibels are astounding when you put a monitor up against it. We tested several toys that ACDHH brought into the studio and they were loud for the adults in the room. There are ways to help decrease the sound for a kid's toy. Tape is a good rule of thumb over speakers on such items, especially if the child is super young they tend to put such items to their ear.

KQSR-FM

4th Qtr 2016 Quarterly Issues and Program Report

Date Aired: 12/10-

Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW

Guest: Michele Michaels
Hard of Hearing Specialist
ACDHH

ISSUE: 2,7

I was contacted by the Arizona Commission for the Deaf and the Hard of Hearing to come in and do a segment on Noisy Toys for the upcoming Holiday season and to have a segment for parents to listen to on how sound, even the smallest amount can be damaging to a child's hearing as early as 3 months. Wind- up toys, music boxes and dolls of all kinds are coming equipped with a voice box or musical abilities and the decibels are astounding when you put a monitor up against it. We tested several toys that ACDHH brought into the studio and they were loud for the adults in the room. There are ways to help decrease the sound for a kid's toy. Tape is a good rule of thumb over speakers on such items, especially if the child is super young they tend to put such items to their ear.

TOPIC OF THIS SHOW: United Way Yuma
Guest: Hilda

Aired 6:15 AM

ISSUE: 2,7.11

Hilda from United Way of Yuma came in to discuss TAX preparation for year end. They are hosting several different locations this year to help people in the Yuma Community understand their taxes and help prepare them. The locations for United Way Tax Help can be found on their website. United Way of Yuma County is once again preparing tax returns to qualifying individuals throughout Yuma, Somerton and San Luis and all are encouraged to take advantage of the services as long as you have a qualifying income of 30K or less per single annually and a combined income (married couple of 38K). United way Tax preparation service is dedicated and has volunteers trained through the Internal Revenue Service. For more information you can call United Way or to make an appointment.

KQSR-FM

4th Qtr 2016 Quarterly Issues and Program Report

Date Aired: 12/17
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: Melon Farms
Guest: JoAnn Kidd

ISSUE: 4

Food safety Coordinator JoAnn Kidd was invited in to talk about Yuma Agriculture and what she does as food safety coordinator. First JoAnn wanted everyone to know that Melon Farms is a grower and what that means is everything you see in your produce section of the grocery store comes from the growers but is transported by Companies like Taylor Farms, Classic Salads etc... Those companies pick up and transport to supermarkets around the USA. JoAnn also discussed the importance of being Food Safety Coordinator. There have been a few scares in recent years regarding contaminated lettuce while being picked, not here in Yuma but California had an issue with contamination and as food safety coordinator JoAnn oversees the compliance from the FDA.

TOPIC OF THIS SHOW: UNITED WAY TAX
Guest: HILDA

ISSUE: 5,7

Aired 6:15 AM

Hilda from United Way of Yuma came in to discuss TAX preparation for year end. They are hosting several different locations this year to help people in the Yuma Community understand their taxes and help prepare them. The locations for United Way Tax Help can be found on their website. United Way of Yuma County is once again preparing tax returns to qualifying individuals throughout Yuma, Somerton and San Luis and all are encouraged to take advantage of the services as long as you have a qualifying income of 30K or less per single annually and a combined income (married couple of 38K). United way Tax preparation service is dedicated and has volunteers trained through the Internal Revenue Service. For more information you can call United Way or to make an appointment.

KQSR-FM

4th Qtr 2016 Quarterly Issues and Program Report

Date Aired: 1-12/25

Time Aired:

6AM

Length: 15 min

TOPIC OF THIS SHOW: Cocopah Tribe
Guest: Rosa J. Long

ISSUE: 3, 5, 7

Rosa J Long Cocopah Council Woman came in to discuss how The Cocopah Tribe went from being the poorest tribe nationally in the late 70's to being able to give back in the community. Cocopah Tribe is a huge supporter of many local charities here in Yuma like the Crossroads Mission Soup kitchen feeding the homeless and the needy. Cocopah also supports the Arizona Western College sports Programs to give back over 10K on an annual basis for the past 6 years. Cocopah Tribe has over 1,000 members, located in Somerton Rosa encourages any new winter visitor or anyone who has never been to the Cocopah Museum to visit and see ALL the artifacts on display At the museum and read about the Tribe and how they became so involved in the Yuma Community and how they give back annually.

TOPIC OF THIS SHOW: Yuma Jaycees Rodeo
Guest: Peggy Collins

ISSUE: 1,7

Aired 6:15AM

72ND ANNUAL Yuma Jaycees Silver Spur Rodeo is coming back to Yuma at the County Fairgrounds on February 10, 11, and 12th 2017. Peggy wanted to get eh word out that the Rodeo is in need of corporate sponsorships this year and they are having a tough time getting more of the Yuma businesses involved this year. They are asking for small donations and they can go anywhere from 150.00 all the way up to 6K. Yuma Jaycees Sliver Spur Rodeo is a yearly event and the time and effort that goes into putting it on for the community is Extremely time consuming. The efforts of so many are recognized and the Yuma Jaycees want to Have each person of the Yuma community involved, it is still going to be a great event contact Peggy with your sponsorship.

KQSR-FM

4th Qtr 2016 Quarterly Issues and Program Report

Date Aired: -01/01/2017
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: Cocopah Tribe
Guest: Rosa J. Long

ISSUE: 3, 5, 7

Rosa J Long Cocopah Council Woman came in to discuss how The Cocopah Tribe went from being the poorest tribe nationally in the late 70's to being able to give back in the community. Cocopah Tribe is a huge supporter of many local charities here in Yuma like the Crossroads Mission Soup kitchen feeding the homeless and the needy. Cocopah also supports the Arizona Western College sports Programs to give back over 10K on an annual basis for the past 6 years. Cocopah Tribe has over 1,000 members, located in Somerton Rosa encourages any new winter visitor or anyone who has never been to the Cocopah Museum to visit and see ALL the artifacts on display At the museum and read about the Tribe and how they became so involved in the Yuma Community and how they give back annually.

TOPIC OF THIS SHOW: Melon Farms
Guest: Joanne Kidd

ISSUE: 4

Aired 6:15 AM

Food safety Coordinator JoAnn Kidd was invited in to talk about Yuma Agriculture and what she does as food safety coordinator. First JoAnn wanted everyone to know that Melon Farms is a grower and what that means is everything you see in your produce section of the grocery store comes from the growers but is transported by Companies like Taylor Farms, Classic Salads etc... Those companies pick up and transport to supermarkets around the USA. JoAnn also discussed the importance of being Food Safety Coordinator. There have been a few scares in recent years regarding contaminated lettuce while being picked, not here in Yuma but California had an issue with contamination and as food safety coordinator JoAnn oversees the compliance from the FDA.



Weekly Public Affairs Program

Call Letters: KQSR-FM

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2016

Show # 2016-40

Date aired: 10/1 Time Aired: 6:30AM

James J. Duane, Professor at Regent Law School in Virginia Beach, VA, author of *"You Have the Right to Remain Innocent"*

Prof. Duane explained the importance of the Fifth Amendment. He believes it is a constitutional right not clearly or widely understood by the average American. He explained why he advises everyone to never answer questions from law enforcement officers without legal representation. He believes when someone is wrongfully convicted of a crime they didn't commit, often it is because of information they voluntarily gave to investigators.

Issues covered:
Constitutional Rights
Legal Matters
Crime

Length: 9:03

Frank Lalli, investigative journalist, author of *"Your Best Health Care Now: Get Doctor Discounts, Save With Better Health Insurance, Find Affordable Prescriptions"*

Mr. Lalli shared his personal story: after he was diagnosed with multiple myeloma, a treatable form of blood cancer, he put his reporter's instincts to work and got the wonder drug he needed at an affordable price—thousands of dollars less than he was told he would have to spend. He explained how to negotiate doctors' fees and how to search for assistance in paying for medications.

Issues covered:
Personal Health
Consumer Matters

Length: 8:11

Alan Cook, Licensed Contractor, author of *"A Trip to the Number Yard"*

America's math proficiency is rated 24th out of 29 math-tested countries. Mr. Cook talked about the problem of mathematic illiteracy for both do-it-yourselfers and trade professionals, and the mishaps that sometimes occur as a result. He explained which math skills are crucial to these blue-collar endeavors. He believes the main problem is that that our nation's schools have failed to teach math in an engaging manner.

Issues covered:
Education
Workplace Matters

Length: 4:41

Show # 2016-41

Date aired: 10/8 Time Aired: 6:30AM

Philip Moeller, author of "*Get What's Yours for Medicare: Maximize Your Coverage, Minimize Your Costs*"

Health costs are the biggest unpredictable expense for older Americans, who are turning 65 at the rate of 10,000 a day. While Medicare guarantees them affordable health insurance, few Americans know what Medicare covers and what it doesn't, what it costs, and when to sign up. Mr. Moeller explained why Medicare has become so confusing, and how people approaching retirement can understand these complex and important choices.

Issues covered:

**Medicare
Senior Citizens
Healthcare**

Length: 9:13

Caitlin Shetterly, author of "*Modified: GMOs and the Threat to Our Food, Our Land, Our Future*"

GMO products are among the most consumed and the least understood substances in the United States today. Ms. Shetterly shared her personal story of how GMOs affect her family's health. She explained why consumers should learn more about GMOs and why organic foods can be a sensible choice.

Issues covered:

**Food Safety
Personal Health
Consumer Matters**

Length: 8:01

Ken Redcross, MD, board-certified internal medicine physician in New York state

Cold and flu season is here, but Dr. Redcross said there are actually three major viruses that people should be concerned about. He explained how to identify the symptoms of each virus, and what the treatment options are.

Issues covered:

**Influenza
Personal Health**

Length: 4:58

Show # 2016-42

Date aired: 10/15 Time Aired: 6:30AM

Karin Slaughter, bestselling author, Founder of the "Save the Libraries"

Ms. Slaughter's organization raises funds for libraries in underprivileged communities. She said libraries are the backbone of our nation's educational infrastructure, and they are being slowly dismantled by financially-troubled municipalities and apathetic politicians. She explained the crucial relationship between libraries and schools. She offered suggestions of what the average citizen can do to help their local library.

Issues covered:

**Libraries
Local Government
Education**

Length: 8:11

William Schiemann, PhD, organizational psychologist, CEO of Metrus Group, author of "*Fulfilled! Critical Choices – Work, Home, Life*"

One out of five men in their twenties without a college degree has not worked at all in the past 12 months. Dr. Schiemann noted that these younger, lower-skilled men are now less likely to work, less likely to marry and more likely to live with parents, yet many of them feel fulfilled. He has found that success does not necessarily equal fulfillment. He explained the key drivers of fulfillment, both at home and at work, and why it is so important.

Issues covered:
Workplace Matters
Career
Mental Health

Length: 9:06

Costantino Iadecola, M.D., Anne Parrish Titzell Professor of Neurology and Director of the Brain and Mind Research Institute at Weill Cornell Medical College in New York

Dr. Iadecola authored a report for the American Heart Association which found that high blood pressure, especially in middle age, is associated with an increased risk of cognitive impairment later in life. He outlined steps to deal with high blood pressure.

Issues covered:
Alzheimer's Disease
Personal Health

Length: 4:58

Show # 2016-43

Date aired: 10/22 Time Aired: 6:30 AM

Robert Cialdini, PhD, social psychologist, Regents' Professor Emeritus of Psychology and Marketing at Arizona State University, former visiting Professor of Marketing, Business and Psychology at Stanford University and the University of California at Santa Cruz, author of "*Pre-Suasion: A Revolutionary Way to Influence and Persuade*"

Dr. Cialdini talked about the science behind persuasion. He said it's not so much about the message, but what happens in the moment before the message is delivered. He explained how consumers can recognize when they are the target of this sales technique. He also discussed how it can be used in job interviews and other common daily activities.

Issues covered:
Consumer Matters
Career

Length: 9:54

Ateev Mehrotra, MD, Senior Investigator and Associate Professor of Health Care Policy at Harvard Medical School

Increasingly powerful computers are playing a greater role in our lives every year. Could a computer match, or even outperform, human physicians in diagnosing illnesses? Dr. Mehrotra led a study that found that humans still have the upper hand--for now. He outlined several possible ways that computers may play a greater role in future healthcare scenarios.

Issues covered:
Personal Health
Technology

Length: 7:11

Nicholson Baker, teacher, author of "*Substitute: Going to School With a Thousand Kids*"

Mr. Baker worked as on-call substitute teacher in a Maine public school district. He discussed the state of public schooling in America: children swamped with assignments, overwhelmed by social media and educational technology, and staff who struggle with overly ambitious curriculums.

Issues covered:
Education
Youth at Risk

Length: 5:00

Show # 2016-44

Date aired: 10/29 Time Aired: 6:30AM

Adam Levin, founder of security management and resolution company IDT911, author of "*Swiped: How to Protect Yourself in a World Full of Scammers, Phishers, and Identity Thieves*"

With online breaches of massive databases becoming increasingly common, identity theft is a fact of life. Mr. Levin explained the most common schemes used by scammers, to steal consumers' private information. He said beyond simple identity theft, other forms such as medical-related, tax fraud-related and child identity theft are all increasing rapidly. He offered suggestions for consumers on how to avoid becoming a victim.

Issues covered:
Identity Theft
Consumer Matters

Length: 9:29

Deborah Carr, PhD, Professor of Sociology, Interim Director of the Institute for Health, Health Care Policy and Aging Research at Rutgers University

A recent federal report noted that, no matter how advanced their age, older men are far more likely to be married than older women. Dr. Carr said life expectancy explains only part of this gray gender gap. She discussed the economic, social and health effects of this issue. She also explained why many older women are content to be single anyway.

Issues covered:
Women's Issues
Senior Citizens
Retirement

Length: 7:40

Jonathan Dirlam, doctoral student in Sociology at Ohio State University

Mr. Dirlam was the lead author of a study that found that job satisfaction in a worker's late 20s and 30s has a link to mental health 15-20 years later. He said those less than happy with their work early in their careers reported that they were more depressed and worried and had more trouble sleeping in their 40s.

Issues covered:
Mental Health
Career

Length: 4:57

Show # 2016-45

Date aired: 11/5 Time Aired: 6:30AM

Robert Neuman, PhD, former associate dean of academic advising at Marquette University, author of *"Are You Really Ready for College?: A College Dean's 12 Secrets for Success - What High School Students Don't Know"*

Roughly 2/3rds of college students fail to earn a degree in four years, and Dr. Neuman believes the reason is that they are ill-prepared. He outlined several strategies that high school students can use to enter college with the knowledge, learning skills and work ethic required to succeed. He explained why extra-curricular activities are also quite important when submitting a college application.

Issues covered:

Length: 8:21

**Education
Parenting**

Graeme Cowan, corporate mental health consultant, author of *"Back from the Brink: True Stories and Practical Help for Overcoming Depression and Bipolar Disorder"*

One in five Americans takes at least one psychiatric medication, such as an anti-depressant or anti-anxiety drug. Mr. Cowan shared his own story of battling depression. He explained how depression can affect a company's workforce, and how managers and co-workers can help someone who is suffering for depression, stress or other mental health issues.

Issues covered:

Length: 8:48

**Mental Health
Workplace Matters**

Dana Peres Edelson, MD, Director of Clinical Research at the Emergency Resuscitation Center at the University of Chicago Medical Center

Dr. Edelson was a co-author of revised guidelines for cardiopulmonary resuscitation for The American Heart Association. She outlined the current recommendations for CPR procedures, and said chest compression should be the top priority in a cardiac emergency.

Issues covered:

Length: 5:00

**Personal Health
Emergency Preparedness**

Show # 2016-46

Date aired: 11/12 Time Aired: 6:30AM

Jonathon Wai, PhD, Psychologist, Research Scientist at the Duke University Talent Identification Program

Dr. Wai is one of the researchers involved in a 45 year study of intellectually gifted children. He noted that kids who test in the top 1% tend to become the nation's eminent scientists and academics, Fortune 500 CEOs and federal judges, senators and billionaires. He said, because of the focus on lower performing students, youngsters who show an early aptitude for subjects like science and math tend not to receive the help they need. He offered several simple steps schools can take to help gifted students reach their full potential.

Issues covered:

Length: 9:00

**Education
Parenting**

Joann S. Lublin, Management News Editor for the Wall Street Journal, author of "*Earning It: Hard-Won Lessons from Trailblazing Women at the Top of the Business World*"

Ms. Lublin said that, although career prospects have improved, progress is still frustratingly slow for women hoping to break the glass ceiling in large companies. She explained what it takes for women to climb to corporate heights in America, such as finding a career mentor.

Issues covered:
Women's Issues
Workplace Matters

Length: 8:13

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 # 2016-47

Date aired: 11/19 **Time Aired:** 6:30AM

Melanie Cullen, management and technology consultant, author of "*Get It Together: Organize Your Records So Your Family Won't Have To*"

Ms. Cullen said disorganization can be a nightmare for those who need to step in to help an elderly person as a caregiver or estate executor. She offered simple ways to organize important records like passwords, financial records, insurance policies, funeral arrangements, and other personal information.

Issues covered:
Senior Citizens
Retirement Planning

Length: 8:36

Peter Mazareas, PhD, worked with the U.S. Congress on legislation to create 529 savings plans, co-author of "*Plan and Finance Your Family's College Dreams: A Parent's Step-By-Step Guide from Pre-K to Senior Year*"

Planning and paying for a college education is a daunting task for most parents. Dr. Mazareas discussed the merits and complexities of 529 savings plans, which allow parents to save tax-free for higher education expenses. He said that there are numerous free and easy-to-access tools for parents to plan for the costs of college.

Issues covered:
Education
Consumer Matters
Parenting

Length: 8:38

Pamela Rutledge, PhD, Director of the Media Psychology Research Center, Fielding Graduate University in Santa Barbara, CA, author the "Positively Media" column for PsychologyToday.com, Editor-in-Chief of the academic journal Media Psychology Review

Dr. Rutledge talked about the effect of selfies, Instagram and other social media phenomenon on girls' self-esteem. She believes that parents should not be overly concerned, that selfies are just the latest form of exploration and identity experimentation in teenagers' formative years.

Issues covered:
Girl's Issues
Parenting

Length: 5:01

Show # 2016-48

Date aired: 11/26 Time Aired: 6:30AM

AnnMarie Thomas, PhD, Associate Professor, School of Engineering at the University of St. Thomas, author of "*Making Makers: Kids, Tools, and the Future of Innovation*"

Dr. Thomas said many of today's engineering students have few hands-on skills or the ability to actually make or fix something. She explained why it is crucial to encourage today's youth to think creativity and innovatively. She offered suggestions for parents who want to teach their children to be able to use their hands to make things.

Issues covered:
Education
Parenting

Length: 8:31

Valter Longo, PhD, biogerontologist and cell biologist, Professor at the University of Southern California-Davis School of Gerontology, Director of the USC Longevity Institute

Dr. Longo has led multiple studies examining the effect of fasting on life extension and cancer therapy. His latest study found that a three-day fast appears to significantly increase the effectiveness of chemotherapy treatments. He talked about the possible reasons behind this finding, and what people need to know before considering a fast.

Issues covered:
Personal Health

Length: 8:47

Sara Bleich, PhD, Associate Professor at Johns Hopkins Bloomberg School of Public Health.

Dr. Bleich believes consumers make poor nutritional choices because the concept of calories means very little to them. She conducted a study of urban teenagers in which signs were placed in convenience stores, informing patrons that it would take five miles of walking to burn up the calories from a soft drink. Soda sales declined, not only while the signs were posted, but even weeks after they were removed. She explained the importance of finding ways to communicate nutritional information in more useable formats.

Issues covered:
Consumer Matters
Nutrition
Government Policies

Length: 5:16

Show # 2016-49

Date aired: 12/3 Time Aired: 6:30AM

Pam S. Fischer, consultant for the Governors Highway Safety Association, principal of Pam Fischer Consulting in Hackettstown, NJ

Recent government data found a ten percent spike in teen driver-involved fatal crashes. Ms. Fischer outlined the current teen driving restrictions used in most states. She believes that states should consider strengthening their teen licensing requirements. She said the brain is not fully developed in teenagers, so teens don't assess risk in the same way as adults.

Issues covered:

**Teenage Driving
Youth at Risk
Parenting**

Length: 9:22

Dennis E. Reidy, PhD, Clinical Neuropsychologist, Behavioral Scientist in the Division of Violence Prevention at the Centers for Disease Control and Prevention in Atlanta

Stalking is a widely recognized public health concern, yet little information is available about stalking behaviors among teenage victims. Dr. Reidy led a study that determined that found that 14% of girls and 13% of boys have been victims of stalking. In addition, the survey found that the stalked teens were more likely to report symptoms linked to depression, as well as risky behavior such as binge drinking and sexting.

Issues covered:

**Stalking
Youth at Risk
Mental Health**

Length: 7:58

Susan Feitelberg, Certified Financial Planner, Senior Vice President at Morgan Stanley, author of *"The Net Worth Workout"*

Ms. Feitelberg discussed the baby boom generation's shaky financial fitness, particularly in the area of retirement planning. She offered suggestions on how consumers can assess their current financial condition and set achievable financial goals.

Issues covered:

**Consumer Issues
Economic Issues
Seniors & Retirement**

Length: 4:48

Show # 2016-50

Date aired: 12/10 Time Aired: 6:30AM

Stephanie Ruest, MD, FAAP, Pediatric Emergency Medicine Fellow at Rhode Island Hospital, fellow of the American Academy of Pediatrics

Dr. Ruest's research on behalf of the American Academy of Pediatrics found that the more time children spend using digital devices, the less likely they are to finish their homework. Children who spent two to four hours a day using computers, videogames, tablets and smartphones had 23 percent lower odds of always or usually finishing their homework, compared to children who spent less than two hours. Dr. Ruest offered advice to parents on how to monitor and control digital usage.

Issues covered:

Length: 7:39

**Education
Parenting**

Laura Adams, Senior Insurance Analyst for insuranceQuotes.com

Ms. Adams outlined a new study by insuranceQuotes that found that 86% of Americans are unaware that insurers use the claims history of previous homeowners to set premiums for new policies. She explained why consumers are unaware of this database, what it contains, and how they can obtain a free report for their property.

Issues covered:

Length: 9:26

**Consumer Matters
Home Ownership**

Heidi Williams, PhD, Class of 1957 Career Development Associate Professor in the Department of Economics at Massachusetts Institute of Technology

The average amount an American spends on healthcare varies wildly, depending on where they live. Yet the outcome—average life expectancies—are similar. Dr. Williams co-authored a study of millions of Medicare patients' records. She found that decisions by patients and doctors are responsible for virtually equal shares of the differences in regional spending.

Issues covered:

Length: 4:55

**Personal Health
Consumer Matters
Government Spending**

Show # 2016-51

Date aired: 12/17 **Time Aired:** 6:30AM

Michael C. Harper, expert in employment discrimination law, Barreca Labor Relations Scholar and Professor of Law, Boston University School of Law

Prof. Harper discussed the growing influence of age discrimination in today's job market. He explained the reasons that employers often avoid older job applicants. He said the Age Discrimination in Employment Act, which prohibits employment discrimination against anyone 40 or older, is highly ineffective. Prof. Harper believes the law should be reformed to make it at least as strong a deterrent as laws that prohibit discrimination on race or gender.

Issues covered:

Length: 8:41

**Age Discrimination
Workplace Matters
Senior Citizens**

Jeff Blyskal, Senior Editor at Consumer Reports

Americans are used to being monitored for security reasons as they shop, but Mr. Blyskal said an increasing number of walk-in retailers are taking spying to a whole new level. He said stores are installing hidden video cameras, video analytics software, smartphone tracking and wi-fi hotspots to gather a surprising amount of data about their individual customers. The goal of this intense surveillance is to target shoppers with customized marketing, to convince them to shop more and spend more.

Issues covered:
Consumer Matters
Personal Privacy

Length: 8:29

Frances Newton, financial advisor, founder of Frances Insights

Ms. Newton said this is an excellent time of year for consumers to dig through credit card statements and bank receipts, and get their finances in order. She said getting organized will not only help a consumer to save money during the year, but it will also boost financial confidence.

Issues covered:
Personal Finance
Consumer Matters

Length: 4:58

Show # 2016-52

Date aired: 12/24 Time Aired: 6:30AM

Edward M. Hallowell, MD, Child and Adult Psychiatrist who specializes in ADD and ADHD, author of "*Driven to Distraction at Work: How to Focus and Be More Productive*"

Many people in the workplace feel increasingly overwhelmed by a mix of nonstop demands and rapidly changing technology. Dr. Hallowell discussed the underlying reasons why people lose their ability to focus at work. He said the most common distraction is caused by electronic screens of all kinds. He offered suggestions on how to sustain a productive mental state at work.

Issues covered:
Mental Health
Career

Length: 7:22

Jill Weisenberger MS, RDN, CDE, Nutrition, Culinary & Diabetes Expert, Registered Dietitian, Certified Diabetes Educator, author of "*The Overworked Person's Guide to Better Nutrition*"

Ms. Weisenberger offered practical steps to plan, cook and eat better for a healthier lifestyle. She explained why meal planning is so important and why an organized kitchen is critical in that process. She explained how to ease a family into a lower-sodium diet.

Issues covered:
Nutrition
Personal Health

Length: 7:44

Jacquelyn F. Gamino, PhD, Research Scientist and Assistant Research Professor at the Center for BrainHealth at the University of Texas at Dallas

Growing up poor can affect a child's behavior and school performance. Dr. Gamino led a study that determined that intervention programs can help bring low-income adolescents up to speed with their more affluent peers. She explained how cognitive intervention could easily be integrated into a normal school setting.

Issues covered:
Education
Poverty

Length: 4:51