

# KQSR-FM

## 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**

## **3rd Qtr 2018 Quarterly Issues and Program Report**

Date Aired: 06/30/2018  
Time Aired: 06:00 AM

Length: 15 min

**TOPIC OF THIS SHOW: Yuma Crossing  
National Heritage Area - New  
Director**

**ISSUE: Government**

City of Yuma Mayor Douglas Nicholls and the new Executive Director for the Yuma Crossing National Heritage area, Mr. Lowell Perry Jr. sat down with Cody Beeson to introduce the new executive director to the community. Lowell Perry Jr. has already hit the ground running as the new executive director of the Yuma Crossing National Heritage Area. He succeeded Charles Flynn, who will be retiring in July 2018. Lowell Perry Jr. and his wife Kathleen have relocated to Yuma, AZ after a life long career in the Pacific Northwest and on the east coast. Most recently Mr. Perry was in executive level director for the national Big Brothers & Big Sisters organization. He looks forward to bringing those big ideas to the Yuma Crossing National Heritage Area.

Date Aired: 06/30/2018  
Time Aired: 06:15 AM

Length: 15 Min.

**TOPIC OF THIS SHOW: July is HSOY Month  
at BWW**

**ISSUE: #7 Community Service  
Organizations**

Kevin & Tina from Buffalo Wild Wings and Lana from the Humane Society of Yuma sat down with Cody Beeson to promote and share the new partnership between the two organizations. Buffalo Wild Wings will be the location for the PAWS campaign for the whole month of July. This is an exclusive Humane Society of Yuma fundraiser only at Buffalo Wild Wings. For the month of July they will be fundraising by selling exclusive PAWS at Buffalo Wild Wings. Buffalo Wild Wings is also hosting a special takeover night for the Humane Society of Yuma on July 23rd from 6:00 pm to 9:00 pm. For more information call 928-782-1621.

**KQSR**

## 3rd Qtr 2018 Quarterly Issues and Program Report

Date Aired: 7-7-2018  
Time Aired: 6:00 AM

Length: 15 min

TOPIC OF THIS SHOW: Outside The Box  
Guest: Pastor Michael Bryant

ISSUE: #7 Community Service  
Organizations

Pastor Michael Bryant from the First United Methodist Church in Yuma, AZ joined Cody Beeson in studio to discuss the upcoming "Outside The Box" kids program the church is hosting this summer. The Outside The Box program will focus on teaching children ages K-6<sup>th</sup> Grade, how to cook health and fresh meals. The program runs from Monday, July 9<sup>th</sup> through Friday, July 13<sup>th</sup> from 10:00 AM to 11:30 AM. RSVPs are encouraged but not required. Children will learn the essentials of being good cooks in a program designed especially for kids! Who's teaching the classes? In collaboration with Solano's Ice Cream Factory of Yuma (the cooks!), First United Methodist Church of Yuma will host this epic event. 298 West 3rd Street, Yuma AZ, across from Fire Station #1 928.783.3674

Date Aired: 7-7-2018  
Time Aired: 06:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: July is HSOY  
Month at Buffalo Wild Wings

ISSUE: #7 Community Service  
Organizations

Kevin & Tina from Buffalo Wild Wings and Lana from the Humane Society of Yuma sat down with Cody Beeson to promote and share the new partnership between the two organizations. Buffalo Wild Wings will be the location for the PAWS campaign for the whole month of July. This is an exclusive Humane Society of Yuma fundraiser only at Buffalo Wild Wings. For the month of July they will be fundraising by selling exclusive PAWS at Buffalo Wild Wings. Buffalo Wild Wings is also hosting a special takeover night for the Humane Society of Yuma on July 23rd from 6:00 pm to 9:00 pm. For more information call 928-782-1621.

**KQSR**

## 3rd Qtr 2018 Quarterly Issues and Program Report

Date Aired: 7-14-2018  
Time Aired: 6:00 AM

Length: 15 min

TOPIC OF THIS SHOW: July is HSOY  
Month at Buffalo Wild Wings

ISSUE: #7 Community Service  
Organizations

Kevin & Tina from Buffalo Wild Wings and Lana from the Humane Society of Yuma sat down with Cody Beeson to promote and share the new partnership between the two organizations. Buffalo Wild Wings will be the location for the PAWS campaign for the whole month of July. This is an exclusive Humane Society of Yuma fundraiser only at Buffalo Wild Wings. For the month of July they will be fundraising by selling exclusive PAWS at Buffalo Wild Wings. Buffalo Wild Wings is also hosting a special takeover night for the Humane Society of Yuma on July 23rd from 6:00 pm to 9:00 pm. For more information call 928-782-1621.

Date Aired: 7-14-2018  
Time Aired: 06:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Outside The Box  
Guest: Pastor Michael Bryant

ISSUE: #7 Community Service  
Organizations

Pastor Michael Bryant from the First United Methodist Church in Yuma, AZ joined Cody Beeson in studio to discuss the upcoming "Outside The Box" kids program the church is hosting this summer. The Outside The Box program will focus on teaching children ages K-6<sup>th</sup> Grade, how to cook health and fresh meals. The program runs from Monday, July 9<sup>th</sup> through Friday, July 13<sup>th</sup> from 10:00 AM to 11:30 AM. RSVPs are encouraged but not required. Children will learn the essentials of being good cooks in a program designed especially for kids! Who's teaching the classes? In collaboration with Solano's Ice Cream Factory of Yuma (the cooks!), First United Methodist Church of Yuma will host this epic event. 298 West 3rd Street, Yuma AZ, across from Fire Station #1 928.783.3674

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## **3rd Qtr 2018 Quarterly Issues and Program Report**

Date Aired: 7-21-2018  
Time Aired: 6:00 AM

Length: 15 min

**TOPIC OF THIS SHOW: Arizona Primary Election Update**

**ISSUE: #5 Government**

George Braun joined Cody Beeson to discuss some of the important facts regarding the upcoming primary election in Arizona. The deadline to register to vote and request an early ballot is quickly approaching and if you need to do either of those, sooner is better than later. The county recorder's office and elections department has to deal with a lot of problematic ballots and you don't want yours to be one of those. If you are going to request an early ballot you need to get it turned in as soon as possible, otherwise your ballot may end up being a "late early" meaning it won't be counted until it can be verified later.

Date Aired: 7-21-2018  
Time Aired: 06:15 AM

Length: 15 Min.

**TOPIC OF THIS SHOW: Children's Museum**  
Guest: Anna Chaulk

**ISSUE: #7 Community Service Organizations**

Anna Chaulk joined Cody Beeson in the studio to announce the new and exciting program that is sponsored by the Children's Museum of Yuma County. Currently the museum is set up at the Yuma Art Center in Downtown Yuma. The exhibits and features are geared toward engaging children and helping them grow. The goal is to encourage development and to think about things differently. Each activity is designed with the thought of development and growth for the children in Yuma County. The activities are a collection from other museums and locally produced exhibits. The museum is currently on location at the Yuma Art Center and open Tuesday - Saturday and will run through out the summer.

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## **3rd Qtr 2018 Quarterly Issues and Program Report**

Date Aired: 7-28-2018  
Time Aired: 6:00 AM

Length: 15 min

**TOPIC OF THIS SHOW: APS Gives Back to Teachers**

**ISSUE: #3 Education**

Guest: Anna Chaulk

Anna Chaulk from Arizona Public Service (APS) joined Cody Beeson in studio to share a new program that APS is launching to help teachers pay for school supplies in the new upcoming school year. Each week a teacher will be selected from an APS service county and be granted a \$500 gift card for school supplies. This opportunity is open to any teacher in the area that is serviced by APS. In addition to the Support for individual teacher and classrooms. APS also gives back on a larger level that impacts more organizations. All that and more can be found on the APS website. For more information please visit [APS.com](http://APS.com)

Date Aired: 7-28-2018  
Time Aired: 06:15 AM

Length: 15 Min.

**TOPIC OF THIS SHOW: Yuma Community Theatre**

**ISSUE: #7 Community Service Organizations**

Guest: Joann Kidd

Joann Kidd from Yuma Community Theatre (YCT) joined Cody Beeson in studio to share the good news about YCT. As the winter season approaches, so do the live productions by YCT. There are many opportunities to participate in any of the upcoming live shows. In addition to being on stage or behind the scenes, the public can also play a role on the board of directors for Yuma Community Theatre. More information can be found on their Facebook page or to learn more Joann suggests coming to a rehearsal or try out and meeting the club. There are many opportunities for a lot of talented people to play a role or act a part at Yuma Community Theatre.

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## 3rd Qtr 2018 Quarterly Issues and Program Report

Date Aired: 8-4-2018  
Time Aired: 6:00 AM

Length: 15 min

TOPIC OF THIS SHOW: Outside The Box  
Guest: Pastor Michael Bryant

ISSUE: #7 Community Service  
Organizations

Pastor Michael Bryant from the First United Methodist Church in Yuma, AZ joined Cody Beeson in studio to discuss the upcoming "Outside The Box" kids program the church is hosting this summer. The Outside The Box program will focus on teaching children ages K-6<sup>th</sup> Grade, how to cook health and fresh meals. The program runs from Monday, July 9<sup>th</sup> through Friday, July 13<sup>th</sup> from 10:00 AM to 11:30 AM. RSVPs are encouraged but not required. Children will learn the essentials of being good cooks in a program designed especially for kids! Who's teaching the classes? In collaboration with Solano's Ice Cream Factory of Yuma (the cooks!), First United Methodist Church of Yuma will host this epic event. 298 West 3rd Street, Yuma AZ, across from Fire Station #1 928.783.3674

Date Aired: 8-4-2018  
Time Aired: 06:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Visit Yuma  
GUEST: Steven Henning

ISSUE: #7 Community Service  
Organizations

Steven Henning from Visit Yuma joined Cody Beeson in the studio to discuss the new name change and promote public events happening in and around Yuma. Over the next six months we can expect to see the usual return of Winter Visitors as well as those traveling for Dove Hunting and other regional events happening in Yuma County. Visit Yuma is a rebranded name for the Yuma Visitors Bureau (YVB). The main focus of Visit Yuma is to promote the events and unique happenings in Yuma. Visit Yuma is funded by membership dues, revenue producing activities and the City of Yuma 2% hospitality tax.

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## 3rd Qtr 2018 Quarterly Issues and Program Report

Date Aired: 8-11-2018  
Time Aired: 6:00 AM

Length: 15 min

TOPIC OF THIS SHOW: CASA of Yuma  
Guest: Cori Rico

ISSUE: #7 Community Service  
Organizations

Cori Rico joined Cody Beeson to discuss the needs of Arizona's Children Association. Currently there is a great demand for foster homes for teens. In Yuma county the problem is to the point where many teenage children are forced to be relocated to the Phoenix area until they become adults. Arizona Children Association wants to keep the teen in the community they know and the school and social environment they are used to. Arizona's Children Association is Arizona's best resource for helping children and families. Their programs target the type of future we all want to see: a future where every child has a safe and loving home and families are supported through difficult and trying circumstances. It is our commitment to provide a specifically tailored continuum of services to children and families in need. All programs are family focused, strength-based, and culturally sensitive and outcome driven.

Date Aired: 8-11-2018  
Time Aired: 06:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Visit Yuma  
GUEST: Steven Henning

ISSUE: #7 Community Service  
Organizations

Steven Henning from Visit Yuma joined Cody Beeson in the studio to discuss the new name change and promote public events happening in and around Yuma. Over the next six months we can expect to see the usual return of Winter Visitors as well as those traveling for Dove Hunting and other regional events happening in Yuma County. Visit Yuma is a rebranded name for the Yuma Visitors Bureau (YVB). The main focus of Visit Yuma is to promote the events and unique happenings in Yuma. Visit Yuma is funded by membership dues, revenue producing activities and the City of Yuma 2% hospitality tax.



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## **3rd Qtr 2018 Quarterly Issues and Program Report**

Date Aired: 8-18-2018  
Time Aired: 6:00 AM

Length: 15 min

**TOPIC OF THIS SHOW: APS Gives Back to Teachers**

**ISSUE: #3 Education**

Guest: Anna Chaulk

Anna Chaulk from Arizona Public Service (APS) joined Cody Beeson in studio to share a new program that APS is launching to help teachers pay for school supplies in the new upcoming school year. Each week a teacher will be selected from an APS service county and be granted a \$500 gift card for school supplies. This opportunity is open to any teacher in the area that is serviced by APS. In addition to the Support for individual teacher and classrooms. APS also gives back on a larger level that impacts more organizations. All that and more can be found on the APS website. For more information please visit [APS.com](http://APS.com)

Date Aired: 8-18-2018  
Time Aired: 06:15 AM

Length: 15 Min.

**TOPIC OF THIS SHOW: Summer Vehicle Maintenance**

**ISSUE: #8 Consumer Protection**

Guest: Russell McCloud

Russell McCloud joined Cody Beeson in studio to discuss the importance of vehicle maintenance during the summer months. It is important to prepare for the summer differently than the winter months in Yuma, AZ. Russell wanted to remind the community of the importance of checking tire pressure, oil and coolant levels as well. If someone is experiencing their vehicle running hotter than normal, it could save them thousands of dollars to simply pull over when the heat is rising. Failing to do so is the most common reason for this type of preventable incident. In addition to keeping the vehicle cool and running properly, it is also a good idea to keep an extra gallon of water in your vehicle as well, especially during summer in Yuma.

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## 3rd Qtr 2018 Quarterly Issues and Program Report

Date Aired: 8-25-2018  
Time Aired: 6:00 AM

Length: 15 min

TOPIC OF THIS SHOW: Summer Vehicle  
Maintenance  
Guest: Russell McCloud

ISSUE: #8 Consumer Protection

Russell McCloud joined Cody Beeson in studio to discuss the importance of vehicle maintenance during the summer months. It is important to prepare for the summer differently than the winter months in Yuma, AZ. Russell wanted to remind the community of the importance of checking tire pressure, oil and coolant levels as well. If someone is experiencing their vehicle running hotter than normal, it could save them thousands of dollars to simply pull over when the heat is rising. Failing to do so is the most common reason for this type of preventable incident. In addition to keeping the vehicle cool and running properly, it is also a good idea to keep an extra gallon of water in your vehicle as well, especially during summer in Yuma.

Date Aired: 8-25-2018  
Time Aired: 06:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: CASA of Yuma  
Guest: Cori Rico

ISSUE: #7 Community Service  
Organizations

Cori Rico joined Cody Beeson to discuss the needs of Arizona's Children Association. Currently there is a great demand for foster homes for teens. In Yuma county the problem is to the point where many teenage children are forced to be relocated to the Phoenix area until they become adults. Arizona Children Association wants to keep the teen in the community they know and the school and social environment they are used to. Arizona's Children Association is Arizona's best resource for helping children and families. Their programs target the type of future we all want to see: a future where every child has a safe and loving home and families are supported through difficult and trying circumstances. It is our commitment to provide a specifically tailored continuum of services to children and families in need. All programs are family focused, strength-based, and culturally sensitive and outcome driven.

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## 3rd Qtr 2018 Quarterly Issues and Program Report

Date Aired: 9-01-2018  
Time Aired: 6:00 AM

Length: 15 min

TOPIC OF THIS SHOW: Drowning  
Awareness  
Guest: Mike Erfert

ISSUE: #6 Health

Yuma Fire Department Public Information Officer Mike Erfert joined Cody Beeson in the studio to discuss drowning awareness month and the simple but effective steps that can be taken to prevent childhood drowning. The first critical step is awareness at all times. You also want to have a physical barrier, such as a wall, gate or fence. Training and teaching your young children to swim is another critical component. Studies show the more comfortable children are around water, the less likely they are to have a drowning related accident. Mike published information frequently and suggests following the City of Yuma Fire Department of Twitter and Facebook. For more information you can find our more at [www.YumaAZ.gov](http://www.YumaAZ.gov)

Date Aired: 9-01-2018  
Time Aired: 06:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Emergency  
Preparedness  
Guest: Mike Erfert

ISSUE: #6 Health

Yuma Fire Department Public Information Officer Mike Erfert joined Cody Beeson in the studio to discuss Emergency Preparedness month. September is National Emergency Preparedness month and it's the opportunity to bring awareness to the need for emergency preparedness. Example are things such as every family should have a plan for communication and connecting if an emergency were to happen. Every family should have a 72-hour kit for each member of their household. Also know where you have important documents in the event you need to evacuate quickly. Mike suggests having a way to purify water is among the most important items to have in your kit. In the event of an emergency, 3 days worth of water and food is suggested. Mike published information about building your own kit. You can find that and more on the website. It is also a good idea to follow the City of Yuma Fire Department of Twitter and Facebook. For more information visit [www.YumaAZ.gov](http://www.YumaAZ.gov).

**KQSR**

## **3rd Qtr 2018 Quarterly Issues and Program Report**

Date Aired: 9-08-2018  
Time Aired: 6:00 AM

Length: 15 min

**TOPIC OF THIS SHOW: Drowning Awareness**  
Guest: Mike Erfert

**ISSUE: #6 Health**

Yuma Fire Department Public Information Officer Mike Erfert joined Cody Beeson in the studio to discuss drowning awareness month and the simple but effective steps that can be taken to prevent childhood drowning. The first critical step is awareness at all times. You also want to have a physical barrier, such as a wall, gate or fence. Training and teaching your young children to swim is another critical component. Studies show the more comfortable children are around water, the less likely they are to have a drowning related accident. Mike published information frequently and suggests following the City of Yuma Fire Department of Twitter and Facebook. For more information you can find our more at [www.YumaAZ.gov](http://www.YumaAZ.gov)

Date Aired: 9-08-2018  
Time Aired: 06:15 AM

Length: 15 Min.

**TOPIC OF THIS SHOW: Emergency Preparedness**  
Guest: Mike Erfert

**ISSUE: #6 Health**

Yuma Fire Department Public Information Officer Mike Erfert joined Cody Beeson in the studio to discuss Emergency Preparedness month. September is National Emergency Preparedness month and it's the opportunity to bring awareness to the need for emergency preparedness. Example are things such as every family should have a plan for communication and connecting if an emergency were to happen. Every family should have a 72-hour kit for each member of their household. Also know where you have important documents in the event you need to evacuate quickly. Mike suggests having a way to purify water is among the most important items to have in your kit. In the event of an emergency, 3 days worth of water and food is suggested. Mike published information about building your own kit. You can find that and more on the website. It is also a good idea to follow the City of Yuma Fire Department of Twitter and Facebook. For more information visit [www.YumaAZ.gov](http://www.YumaAZ.gov).

**KQSR**

## **3rd Qtr 2018 Quarterly Issues and Program Report**

Date Aired: 9-15-2018  
Time Aired: 6:00 AM

Length: 15 min

**TOPIC OF THIS SHOW: Summer Vehicle Maintenance**  
Guest: Russell McCloud

**ISSUE: #8 Consumer Protection**

Russell McCloud joined Cody Beeson in studio to discuss the importance of vehicle maintenance during the summer months. It is important to prepare for the summer differently than the winter months in Yuma, AZ. Russell wanted to remind the community of the importance of checking tire pressure, oil and coolant levels as well. If someone is experiencing their vehicle running hotter than normal, it could save them thousands of dollars to simply pull over when the heat is rising. Failing to do so is the most common reason for this type of preventable incident. In addition to keeping the vehicle cool and running properly, it is also a good idea to keep an extra gallon of water in your vehicle as well, especially during summer in Yuma.

Date Aired: 9-15-2018  
Time Aired: 06:15 AM

Length: 15 Min.

**TOPIC OF THIS SHOW: CASA of Yuma**  
Guest: Cori Rico

**ISSUE: #7 Community Service Organizations**

Cori Rico joined Cody Beeson to discuss the needs of Arizona's Children Association. Currently there is a great demand for foster homes for teens. In Yuma county the problem is to the point where many teenage children are forced to be relocated to the Phoenix area until they become adults. Arizona Children Association wants to keep the teen in the community they know and the school and social environment they are used to. Arizona's Children Association is Arizona's best resource for helping children and families. Their programs target the type of future we all want to see: a future where every child has a safe and loving home and families are supported through difficult and trying circumstances. It is our commitment to provide a specifically tailored continuum of services to children and families in need. All programs are family focused, strength-based, and culturally sensitive and outcome driven.

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### 3rd Qtr 2018 Quarterly Issues and Program Report

Date Aired: 9-22-2018  
Time Aired: 6:00 AM

Length: 15 min

TOPIC OF THIS SHOW: Life Insurance  
Updates  
Guest: Shawn Garner

ISSUE: #8 Consumer Protection

Shawn Garner from the Deason Garner Law Firm stopped by the station to discuss an important consumer awareness topic. One that he sees often in the estate planning area. That is out of date planning and life insurance. The mission of Shawn Garner is to educate the community about the important issues regarding life planning, wills, trusts, etc. Today he discussed the awareness of out of date life insurance. Many times our small life insurance policy is a sleeping giant, however, a growing number of adults are unaware what their options are or how the process works. Shawn suggests everyone get a better understanding on their options and learn more at a public educational seminar. For more information please visit [Yuma Estate Planning.com](http://Yuma Estate Planning.com)

Date Aired: 9-22-2018  
Time Aired: 06:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: BBB of Yuma  
Guest: John Hessinger

ISSUE: #7 Community Service  
Organizations

The Better Business Bureau's John Hessinger; who is the community representative for the pacific region was able to stop by the studio to bring awareness to the scams that are currently going on in the Yuma community. Currently the most common scam that the BBB is hearing about is a telephone-based scam where the con impersonates a government body, utility company or the IRS. The BBB reminds everyone if they receive a call to take down any details and call back after doing your own due diligence. Also never give any payment information over the phone. In addition to the telephone scams the BBB hears reports of more door-to-door scams appearing now that the community's winter visitor population is growing for the season. Remember if a door-to-door salesman stops at your door; ask to see their city business licenses. For more information please visit [BBB.org](http://BBB.org)

**KQSR**

## **3rd Qtr 2018 Quarterly Issues and Program Report**

**Date Aired: 9-29-2018**  
**Time Aired: 6:00 AM**

**Length: 15 min**

**TOPIC OF THIS SHOW: Life Insurance Updates**  
**Guest: Shawn Garner**

**ISSUE: #8 Consumer Protection**

Shawn Garner from the Deason Garner Law Firm stopped by the station to discuss an important consumer awareness topic. One that he sees often in the estate planning area. That is out of date planning and life insurance. The mission of Shawn Garner is to educate the community about the important issues regarding life planning, wills, trusts, etc. Today he discussed the awareness of out of date life insurance. Many times our small life insurance policy is a sleeping giant, however, a growing number of adults are unaware what their options are or how the process works. Shawn suggests everyone get a better understanding on their options and learn more at a public educational seminar. For more information please visit [Yuma Estate Planning.com](http://Yuma Estate Planning.com)

**Date Aired: 9-29-2018**  
**Time Aired: 06:15 AM**

**Length: 15 Min.**

**TOPIC OF THIS SHOW: BBB of Yuma**  
**Guest: John Hessinger**

**ISSUE: #7 Community Service Organizations**

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Weekly Public Affairs Program

Call Letters: KQSR-FM

**QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2018**

Disc # 2018-26

Date aired: 6/30/18 Time Aired: 6:30AM

**Barry Schwartz, PhD**, Professor of Psychology at Swarthmore College, author of *"Why We Work"*

Dr. Schwartz discussed his research that examined why Americans work. He said the reasons are surprising and complex, but that the need for a paycheck is not the primary factor. He discussed the most common trends and patterns that lead to happiness in the workplace, and how employers can try to improve productivity and employee satisfaction.

**Issues covered:**  
**Workplace Matters**  
**Mental Health**

**Length: 9:27**

**William MacAskill, PhD**, Associate Professor in Philosophy at Oxford University, cofounder of the nonprofit organizations Giving What We Can and 80,000 Hours, author of *"Doing Good Better: How Effective Altruism Can Help You Make a Difference"*

Dr. MacAskill said Americans often base their decisions on where to donate money and what career to pursue on emotions and false assumptions. He outlined five key questions that may help consumers make wiser altruistic decisions. He explained how to use evidence and careful reasoning to chart the best course to help others.

**Issues covered:**  
**Charitable Giving**  
**Consumer Matters**  
**Career**

**Length: 7:58**

**Katie Liljenquist**, Assistant Professor of Organizational Leadership and Strategy at Brigham Young University's Marriott School of Management, expert in behavior and decision making

Prof. Liljenquist led a study that found that the smell of cleaning products can make people act more virtuous. She explained the reasons behind the behavioral changes. She also talked about potential ways to smells could be used to reduce societal problems such as crime or vandalism.

**Issues covered:**  
**Health**  
**Parenting Issues**

**Length: 4:57**



Show # 2018-27

Date aired: 7/7/18 Time Aired: 6:30AM

**Alvin E. Roth, PhD**, Craig and Susan McCaw Professor of Economics at Stanford University, Gund Professor of Economics and Business Administration Emeritus at Harvard University, author of *"Who Gets What — and Why: The New Economics of Matchmaking and Market Design"*

Dr. Roth is one of the world's leading experts on matching markets, where "sellers" and "buyers" must choose each other, and price isn't the only factor that determines who gets what. He explained how market designs affect many less obvious aspects of life, such as the chances of getting a job or whether a university accepts a prospective student.

**Issues covered:**

**Length: 9:17**

**Economics  
Career  
Education**

**Joel Kahn, MD**, Clinical Professor of Medicine at Wayne State University School of Medicine and Director of Cardiac Wellness, Michigan Healthcare Professionals PC, author of *"The Whole Heart Solution"*

According to Dr. Kahn, more than 75 percent of cases of heart attacks, strokes and other cardiovascular disease events are preventable. He explained how lifestyle choices can make a huge difference in the development of heart disease and he said changes in diet and exercise can often reverse the disease.

**Issues covered:**

**Length: 8:01**

**Personal Health**

**Paul Tough**, former 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:**

**Length: 5:00**

**Poverty  
Education  
Minority Concerns  
Parenting**

Disc # 2018-28

Date aired: 7/14/18 Time Aired: 6:30AM

**Elizabeth Wallace**, co-author of *"The Ambition Decisions: What Women Know About Work, Family, and the Path to Building a Life"*

Over the last sixty years, women's roles at home and on the job have radically changed, and the question of whether they can really "have it all" is still debated. Ms. Wallace outlined three distinct paths where a woman's life and career choices may lead. She talked about the importance of the support of husbands when ambitious women move into high-level corporate positions. She offered advice for women who are facing today's complex career choices.

Issues covered:  
Women's Concerns  
Career  
Marriage

Length: 9:22

**Thomas Lickona, PhD**, Developmental Psychologist, Professor of Education Emeritus at the State University of New York at Cortland, author of *"How to Raise Kind Kids: And Get Respect, Gratitude, and a Happier Family in the Bargain"*

Dr. Lickona has led the character education movement in schools for forty years. He outlined the tools that parents need to foster peace and cooperation at home. He explained how changes in our culture have made it harder than ever to raise kind kids. He offered suggestions for parents to deal with technology and the use of media by kids.

Issues covered:  
Parenting  
Children's Issues

Length: 7:52

**Irwin Reyes**, Researcher in the Usable Security and Privacy Group at the International Computer Science Institute, a laboratory affiliated with the University of California at Berkeley

Mr. Reyes led a study that found that more than 3300 Android apps from the Google Play Store are improperly tracking kids and are potentially violating federal law. He outlined the types of data that is being collected and what is being done with it. He believes similar results are likely with iPhones, but Apple's closed system prevents a similar study of its users. He offered advice to parents who are concerned about their children's privacy.

Issues covered:  
Privacy  
Children's Issues  
Parenting

Length: 4:56

Show # 2018-29

Date aired: 7/21/18 Time Aired: 6:30AM

**Stephen Kohn**, attorney, Executive Director of the National Whistleblower Center, author of *"The Whistleblower's Handbook: A Step-By-Step Guide To Doing What's Right And Protecting Yourself"*

Every year, criminals and fraudsters rip off the federal government by committing tax fraud—stealing billions of taxpayer dollars in the process. However, it's becoming much more difficult to do so, thanks to a massive increase in whistleblower disclosures. Mr. Kohn discussed recent changes in laws that have made it much easier to report wrongdoing. He also explained what steps to take to weigh the plusses and minuses of blowing the whistle.

Issues covered:  
Whistleblowing  
Crime  
Government Regulations

Length: 8:53

**Mary Norris**, longtime copy editor at "The New Yorker," author of *"Between You & Me: Confessions of a Comma Queen"*

Ms. Norris discussed the most common mistakes in spelling, punctuation and word usage, and why it is so important. She explained how new technologies and changes in our nation's education system have made proper grammar less "cool."

**Issues covered:**

**Length: 8:21**

**Education  
Career**

**Kevin Fiscella, MD, MPH**, Associate Professor of Family Medicine and Community & Preventive Medicine at the University of Rochester School of Medicine & Dentistry

Dr. Fiscella discussed his groundbreaking research that found that the lives of nearly 8,000 black Americans could be saved each year if doctors could figure out a way to bring their average blood pressure down to the average level of whites. He talked about the reasons behind the gap between the races in controlling blood pressure, and the possible ways to reduce that gap.

**Issues covered:**

**Length: 4:54**

**Personal Health  
Minority Concerns**

Show # 2018-30

Date aired: 7/28/18 Time Aired: 6:30 AM

**Maria Konnikova**, journalist, psychologist, author of *"The Confidence Game: Why We Fall for It . . . Every Time"*

Ms. Konnikova explained how the world's most talented con men can so easily use persuasion and exploit trust to swindle even the most cautious consumers. She said human beings are hardwired to believe, no matter how educated they are about scams and ripoffs. She talked about the most common methods used by crooks to lure their victims in.

**Issues covered:**

**Length: 9:04**

**Crime  
Consumer Matters**

**Elizabeth Levy Paluck, PhD**, Associate Professor of Psychology and Public Affairs at the Woodrow Wilson School of Public and International Affairs at Princeton University

Curbing bullying has long been a focal point for parents and schools, but Dr. Levy Paluck found that the answer may not lie within rules set by adults. Her team of researchers from Princeton, Rutgers and Yale found that students themselves, particularly those most connected to their peers, were able to reduce and resolve conflicts 30% more effectively than traditional methods used by adults.

**Issues covered:**

**Length: 7:51**

**Bullying  
Youth at Risk**

**Alex Hutchinson, PhD**, contributing editor at Popular Mechanics magazine, author of *"Big Ideas: 100 Modern Inventions That Transformed Our World"*

Mr. Hutchinson consulted 25 experts at 17 museums and universities to determine the 100 greatest inventions of the modern era. He talked about the long-term trends of scientific research and government's role in it.

**Issues covered:**

**Length: 5:02**

**Science  
Government Spending**

Show # 2018-31

Date aired: 8/4/18 Time Aired: 6:30AM

**Sarah J. Clark, M.P.H.**, Associate Research Scientist, Department of Pediatrics at the University of Michigan's C.S. Mott Children's Hospital

Ms. Clark co-authored a poll that found that 62 percent of parents report difficulties finding childcare facilities that meet their health and safety standards. The poll also found that only half of parents considered themselves "very confident" at discerning which childcare options were truly safe and healthy. She outlined the most important questions that parents should ask when evaluating childcare providers. She said 82% of parents would be in favor of a national standard for health and safety for childcare centers and in-home childcare providers.

**Issues covered:**

**Length: 9:27**

**Child Safety  
Parenting**

**Benjamin H. Schnapp, MD**, Assistant Professor, Assistant Emergency Medicine Residency Program Director in the University of Wisconsin School of Medicine and Public Health

Medical errors cause roughly 250,000 deaths per year in the U.S. Dr. Schnapp co-authored a study that examined errors in Emergency Rooms. He found that, even in chaotic ERs, doctors typically have the right medical information but might not act on it in the best way. He talked about the patterns he found in patients who are most vulnerable to errors. He offered suggestions for patients who want to prevent errors when they visit an ER.

**Issues covered:**

**Length: 7:44**

**Medical Errors  
Emergency Care**

**Jill Gonzalez**, contributing editor at Popular Mechanics magazine, author of "*Big Ideas: 100 Modern Inventions That Transformed Our World*"

Ms. Gonzalez discussed her report that examined today's at-risk youth. She said about one in nine young Americans today is neither working nor in school, exposing them to greater risk of poverty, violence, drug abuse and homelessness. She explained how these risk factors follow young people into adulthood. She discussed the importance of education and social services.

**Issues covered:**

**Length: 4:50**

**Youth at Risk  
Violence  
Poverty**

Show # 2018-32

Date aired: 8/11/18 Time Aired: 6:30AM

**Catherine Hodder**, estate planning attorney, author of "*Estate Planning for the Sandwich Generation: How to Help Your Parents and Protect Your Kids*"

Ms. Hodder explained the importance of estate planning for those who are caring for both kids and aging parents. She outlined the critical documents that everyone should have in addition to a basic will. She also talked about the importance of communication with aging parents, and the usefulness of an emergency binder that organizes important documents in one place.

**Issues covered:**  
Estate Planning  
Senior Citizens  
Parenting

**Length: 8:22**

**Caitlin Cavanagh**, Assistant Professor in the School of Criminal Justice at Michigan State University

Prof. Cavanagh led a study at Michigan State that found that mothers don't lose hope to see their sons graduate from high school, get married, find a good job and so on— even if they are arrested as a minor. Her findings were consistent, even for higher income families.

**Issues covered:**  
Juvenile Crime  
Parenting

**Length: 8:54**

**Noreen Springstead**, Executive Director of WhyHunger, a non-profit organization that focuses on grassroots solutions to end hunger and poverty

Ms. Springstead discussed the current scope of the hunger problem in the U.S. She explained why, even in a booming economy, the issue of hunger and food insecurity rarely changes. She outlined how people can get assistance if they are in need, and how volunteers can get involved in their local communities.

**Issues covered:**  
Hunger  
Poverty  
Government Programs  
Volunteerism

**Length: 4:58**

Show # 2018-33

**Date aired:** 8/15/18 **Time Aired:** 6:30AM

**Bacall Hincks**, Family Advocate and Program Coordinator at Children's Service Society of Utah

More than one million American children now live with grandparents, primarily because of their parent's addiction to opioids and other drugs. Ms. Hincks said this growing trend is causing grandparents to put off retirement and plow through savings to rescue their grandchildren from dangerous situations. She discussed how these difficult experiences can negatively affect children's mental and physical health.

**Issues covered:**  
Parenting  
Substance Abuse  
Foster Care  
Retirement

**Length: 9:17**

**Maryanne Wolf, PhD**, Professor of Child Development and Director of the Center for Reading and Language Research at Tufts University, author of "*Reader, Come Home: The Reading Brain in a Digital World*"

Prof. Wolf discussed the latest research into the human brain as we become increasingly dependent on digital technologies, rather than the printed word. She expressed concerns for both children's and adults' ability to "deep read," as the brain is literally rewired by huge amounts of short bursts of information. She offered suggestions for how the nation's education system needs to adapt.

**Issues covered:**

Literacy  
Education  
Technology

**Length: 8:04**

**David Michael Slater**, teacher, author of *"We're Doing It Wrong: 25 Ideas in Education That Just Don't Work—And How to Fix Them"*

Mr. Slater explained why he believes that many current approaches in education simply aren't working—for students, for teachers, and for society at-large. He explained how teacher evaluations could be improved and why anti-bullying programs in schools don't work.

**Issues covered:**

Education

**Length: 4:50**

Show # 2018-34

Date aired: 8/25/18 Time Aired: 6:30AM

**Diane Mullins**, founder of Deborah's Voice, a national non-profit women's advocacy organization

Pastor Mullins said that child trafficking has become the 2nd largest criminal activity in the world behind illegal drug sales. She said most Americans are unaware of the existence of human trafficking and forced prostitution in their own towns, but it is surprisingly prevalent – not just on dimly lit street corners, but at music concerts, VIP dinners, and sporting events. She talked about techniques used by human traffickers to select their victims.

**Issues covered:**

Human Trafficking  
Women's Issues  
Crime

**Length: 7:26**

**Dawn Graham, PhD**, psychologist, employment and career expert, Director of Career Management for the Executive MBA Program at The Wharton School, author of *"Switchers: How Smart Professionals Change Careers -- and Seize Success"*

Dr. Graham offered job search advice, particularly for those in middle age who are considering career changes. She said a job search in a new field or occupation requires much more work than a typical job search. She offered suggestions on how to tailor a resume to sidestep age biases and other potential hurdles.

**Issues covered:**

Career  
Aging

**Length: 9:45**

**Susie Vanderlip**, teen counselor, author of *"52 Ways to Protect Your Teen"*

Ms. Vanderlip has conducted school assemblies for more than 1 million teens and adults, aimed at helping youth make wise choices and seek help. She talked about the motivations of today's teenagers and why parents may be fearful of their kids. She offered tips to improve communication in a parent/teen relationship.

**Issues covered:**

Youth at Risk  
Parenting Issues  
Drug Abuse

**Length: 4:54**

Show # 2018-35

Date aired: 9/1/18 Time Aired: 6:30AM

**Susan B. Roberts, Ph.D.**, Director of the Energy Metabolism Laboratory at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University in Boston

Most people think of fast food when they imagine the unhealthy effects of eating out. Dr. Roberts led a study that found that 92 percent of meals from both large-chain and non-chain local restaurants exceeded recommended calorie requirements for a single meal. She explained how to keep tabs on restaurant portion sizes and calorie information. She proposed local legislation to require restaurants to offer partial portions at partial prices.

**Issues covered:**

**Length: 8:31**

**Nutrition**

**Personal Health**

**Consumer Matters**

**Government Regulations**

**Marc Goodman**, law enforcement and counterterrorism expert, author of *"Future Crimes: Inside the Digital Underground and the Battle for Our Connected World"*

Technology has improved our lives immeasurably, but Mr. Goodman said that a new tidal wave of tech advancements—from implantable medical devices to drones to WiFi thermostats—are all susceptible to hacking, with disastrous consequences. He explained some of the greatest concerns for the average consumer and how to attempt to keep devices secure.

**Issues covered:**

**Length: 8:45**

**Crime**

**Online Security**

**Sissy Lappin**, veteran real estate agent, author of *"Simple and Sold: Sell Your House Fast and Keep the Commission"*

Selling a house can be expensive. Ms. Lappin said that sales commissions typically devour 40-60% of a home seller's equity. However, she believes that the Internet has made it far easier for a property owner to take control of their own home-selling process and save money. She outlined the basic steps and common pitfalls.

**Issues covered:**

**Length: 4:57**

**Consumer Matters**

**Personal Finance**

Show # 2018-36

Date aired: 9/8/18 Time Aired: 6:30AM

**Justin Lee**, social activist, author of *"Talking Across the Divide: How to Communicate with People You Disagree with and Maybe Even Change the World"*

America is more polarized than ever. Mr. Lee talked about his years of experience in trying to bridge the gap between the homosexual community and the Christian church. He explained how to communicate with people who have opinions that are diametrically opposed from your own, how to empathize with them, and how to possibly change their minds. He outlined five key barriers that make people resist differing opinions.

**Issues covered:**  
Political Incivility  
Citizenship  
Religion  
LGBT Issues

**Length: 7:54**

**Beth Macy**, journalist, author of *"Dopesick: Dealers, Doctors, and the Drug Company that Addicted America"*

Ms. Macy discussed her investigation into the origins of America's twenty-plus year struggle with opioid addiction and how this national crisis has become so firmly entrenched. She talked about the most promising methods of treatment for opioid addiction and why some are considered controversial. She also outlined several grassroots efforts to fight the epidemic.

**Issues covered:**  
Drug Addiction  
Crime  
Government Policies

**Length: 9:22**

**Timothy J. Mohin**, environmental advocate, Director of Corporate Responsibility at Advanced Micro Devices, author of *"Changing Business from the Inside Out: A Treehuggers Guide to Working in Corporations"*

American corporations are gradually becoming more socially responsible. Mr. Mohin outlined the reasons behind this trend, and explained how "treehuggers" working inside the system can lead the effort. He said young professionals now view "having an impact" as a much more important career goal than many other more traditional priorities.

**Issues covered:**  
Environment  
Workplace Matters

**Length: 5:01**

Show # 2018-37

Date aired: 9/15/18 Time Aired: 6:30AM

**Chris Bailey**, productivity expert, author of *"Hyperfocus: How to Be More Productive in a World of Distraction"*

Mr. Bailey said that the human brain has two powerful modes that can be unlocked when we use our attention well: a focused mode and a creative mode. He explained how to unlock each of these mental modes in order to concentrate more deeply, think more clearly, and work and live more deliberately every day. He explained how to minimize distractions that can cause problems at work and in personal relationships.

**Issues covered:**  
Workplace Matters  
Career

**Length: 8:31**

**Janet Murnaghan**, journalist, author of *"Saving Sarah: One Mother's Battle Against the Health Care System to Save Her Daughter's Life"*

Ms. Murnaghan's young daughter desperately needed a set of donor lungs. A set of lungs was available and there was nothing standing in the way medically, but a federal policy barred children under the age of 12 from receiving adult lungs. Ms. Murnaghan talked about her quest to save Sarah and other kids in similar situations. After a court fight and through the use of social media, she eventually convinced the government to change organ donation rules permanently.



**Issues covered:**  
**Organ Donation**  
**Government Regulation**

**Length: 8:44**

**KJ Dell'Antonia**, editor of the Motherlode blog in the New York Times from 2011 until 2016, author of "*How to be a Happier Parent: Raising a Family, Having a Life, and Loving (Almost) Every Minute*"

Ms. Dell'Antonia said that in her research and writing about family life over the years, one topic keeps coming up again and again: parents crave a greater sense of happiness in their daily lives. She discussed the most common problem areas that cause parents the most grief, and suggested steps parents can take to make them better.

**Issues covered:**  
**Parenting**

**Length: 5:12**

Show # 2018-38

**Date aired:** 9/22/18 **Time Aired:** 6:30AM

**Alex M. Susskind, PhD**, Associate Professor at the School of Hotel Administration at Cornell University

Prof. Susskind co-authored a study that found that diners at full service restaurants whose menus listed calories ordered fewer calories in their appetizer and entree courses. He said even the chefs at the restaurants in the study were startled by the high number of calories in some dishes. He said the study highlights the critical importance of information for consumers to make wise decisions.

**Issues covered:**  
**Nutrition**  
**Government Regulation**  
**Consumer Matters**

**Length: 7:39**

**Patricia Hunt, PhD**, Meyer Distinguished Professor in the School of Molecular Biosciences at Washington State University

Prof. Hunt is the geneticist who discovered the dangers of the endocrine disrupting chemical bisphenol A (BPA) in plastic products twenty years ago. Her latest study examined the effects of several BPA alternatives. She found that that these replacements impact reproduction in mice in much the same way as BPA. She offered advice to consumers on how to avoid products that may contain these hormone-disrupting compounds.

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

**Length: 9:33**

**Liz Weston**, Certified Financial Planner, personal finance columnist at Nerdwallet.com

In the year since the Equifax security breach, which exposed the personal information of hundreds of millions of Americans, only 10 percent of consumers reported placing a freeze on their credit, according to a survey by NerdWallet and the Harris Poll. Ms. Weston said, effective Sept. 21, consumers can freeze and unfreeze their credit files for free at all credit reporting agencies. She explained why it is particularly important for parents to freeze the credit of children under the age of 16.

**Issues covered:**  
Identity Theft  
Personal Finance  
Crime Prevention

**Length: 4:58**

Show # 2018-39

**Date aired:** 9/29/18 **Time Aired:** 6:30AM

**Hilarie Gamm**, tech industry expert, author of "*Billions Lost: The American Tech Crisis and the Road Map to Change*"

Ms. Gamm explained why parents, educators, and employers urgently need to understand today's generation of teens and young adults. She talked about the revolutionary effect that technological advances have had on education and the development of the human mind. She said every American needs to have a basic understanding of current technology because of the wide ranging ramifications these changes have on legislation, regulation and privacy.

**Issues covered:**  
Education  
Career  
Parenting

**Length: 8:48**

**Kelsey Graham, PhD**, pollinator conservation specialist at Michigan State University

Dr. Graham explained the importance of bees to the nation's food supply. She also discussed the role that pesticides and climate change may be having on bee populations in North America. She outlined simple steps that people can take to increase bee populations in their communities.

**Issues covered:**  
Agriculture  
Environment

**Length: 8:27**

**Kristin Rosenthal**, pedestrian and bike safety expert from Safe Kids Worldwide

About every five days, a child in the U.S. dies from a train collision. Ms. Rosenthal said young people, particularly teenagers, do not understand how dangerous railroad tracks and crossings are. She offered advice to parents to teach their kids to not walk or take selfies on railroad tracks, to not walk with earbuds in, and to never try to beat a train at a railroad crossing.

**Issues covered:**  
Child Safety  
Traffic Safety

**Length: 4:52**