

**KQSR-FM 1<sup>ST</sup> Quarter 2015**

**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**



**Weekly Public Affairs Program**

Call Letters: KQSR.

**QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2015**

Show # 2015-01

Date aired: 1/3 Time Aired: 6:30A

**Gaby Chapman**, retired teacher, former school board president, author of "*Let Them Have Books: A Formula for Universal Reading Proficiency*"

Ms. Chapman offered advice for parents who want to encourage a love of reading in their children. She explained why youngsters who read for fun do better in school than those who do not. She also talked about the importance of allowing kids to choose their own reading material.

**Issues covered:**

Literacy  
Education

**Length: 8:48**

**Jeff Reeves**, financial journalist, editor of InvestorPlace.com

Mr. Reeves outlined the most common mistakes investors make when handling their 401(k) investments. He explained how frequently an investor should do some housekeeping with their mutual fund portfolio and how to decide when to rebalance investments that have changed in value.

**Issues covered:**

Retirement Planning  
Senior Citizens

**Length: 8:19**

**Sarah Brokaw**, author of "*Fortytude: Making the Next Decades the Best Years of Your Life*"

Age 40 is a harrowing milestone for many women. Ms. Brokaw talked about the reasons behind this, and how women can navigate the transition into midlife with more enjoyment. She said society sends women many conflicting messages about being their own person and yet conforming to traditional expectations.

**Issues covered:**

Women's Issues  
Senior Citizens

**Length: 5:03**

Show # 2015-02

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

**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:**

**Length: 7:22**

**Mental Health  
Career**

**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:**

**Length: 7:44**

**Nutrition  
Personal Health**

**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:**

**Length: 4:51**

**Education  
Poverty**

Show # 2015-03

Date aired: 1/17 Time Aired: 6:30A

**Tony Lee**, employment expert, publisher of CareerCast.com

CareerCast recently completed a study to determine the 10 most and least stressful careers. Mr. Lee explained the factors that his organization used to measure the stress in various jobs. He also discussed the growth potential of careers on the list and why stressful jobs can still be desirable for some people.

**Issues covered:**

**Length: 7:22**

**Career  
Mental Health**

**Kevin Shird**, former drug dealer and convict, President and Co-Founder of the Mario Do Right Foundation, author of "*Lessons of Redemption*"

Mr. Shird shared his story of spending years as young drug-trafficker on the streets of Baltimore, and his eventual arrest and incarceration. He explained how he turned his life around, now working as a community leader, speaking to students about substance abuse prevention and helping children of addicted parents.

Issues covered:  
Substance Abuse  
Crime  
Minority Concerns

Length: 7:44

**Sean Burch**, multiple world record holder in extreme sports events, fitness and motivational expert, author of "*Hyperfitness: 12 Weeks to Conquering Your Inner Everest and Getting Into the Best Shape of Your Life*"

Mr. Burch shared the story of how he became the first solo climber of Mount Everest. He talked about the importance of diet and fitness, and offered tips on how the average person can lose weight and get into shape.

Issues covered:  
Personal Health

Length: 4:58

Show # 2015-04

Date aired: 1/24 Time Aired: 6:30A

**Andrew D. Eschtruth**, Associate Director for External Relations at the Center for Retirement Research at Boston College, co-author of "*Falling Short: The Coming Retirement Crisis and What to Do About It*"

Americans are not saving enough for retirement and most won't have enough to maintain their lifestyle, or retire when they want. Mr. Eschtruth explained the reasons behind the problem and what the average consumer can do to better prepare for retirement. He also outlined changes needed in the 401k system that could help avert a crisis.

Issues covered:  
Retirement  
Government Policies  
Personal Finance

Length: 10:54

**Ellen Peters, PhD**, Professor of Psychology and Director of the Behavioral Decision Making Initiative at The Ohio State University"

Dr. Peters led a study that examined how people perceived their math abilities, then compared it to their actual math skills. About one in five people who say they are bad at math in fact score in the top half of those taking an objective test. But a third of people who say they are good at math actually score in the bottom half. She explained why math perceptions matter in everyday life and why it is important for parents to encourage their children's enjoyment of math.

Issues covered:  
Education  
Personal Finance

Length: 6:27

**Les Bernal**, Executive Director of Stop Predatory Gambling, a national grassroots citizen's movement concerned about predatory gambling

Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

**Issues covered:**  
Gambling Addiction  
Government Policies

**Length: 5:07**

Show # 2015-05  
Date aired: 1/31 Time Aired: 6:30A

**Cathy Steinberg**, personal safety expert and trainer, author of "*The Fabulous Girl's Guide to Being Fearless: What Every Girl Should Know*"

FBI statistics say that 1 in 4 females in the US will be a victim of violent crime. Ms. Steinberg talked about the most common types of violence directed at young women, and offered suggestions of how to avoid dangerous situations. She explained why it is so important for prospective college students to evaluate campus security before they make a decision on where to go to school.

**Issues covered:**  
Sexual Assault  
Crime  
Women's Issues

**Length: 8:18**

**Chadwick Wasilenkoff**, founder and CEO of Fortress Paper, a specialty paper company that produces secure paper for currencies around the world

Mr. Wasilenkoff discussed the measures that governments take to prevent counterfeiting of currencies. He said that a large percentage of counterfeit US bills are believed to be produced by state-sponsored operations in countries such as North Korea. He explained why recent measures, such as the improved \$100 bill, do slow down counterfeiters temporarily. However, he said criminals eventually adapt to such changes, so it is a never-ending battle. He explained how consumers can try to identify counterfeit bills.

**Issues covered:**  
Counterfeiting  
Crime  
Government Regulations

**Length: 8:55**

**Megan Moreno, MD**, researcher at Seattle Children's Research Institute and Associate Professor of Pediatrics at the University of Washington

Dr. Moreno recently conducted a study that found that teens who smoke cigarettes are 23 times more likely to smoke marijuana, compared to those who don't use tobacco. She talked about the reasons behind this finding. She also explained how the recent legalization of marijuana in several states may affect its use nationwide.

**Issues covered:**  
Substance abuse  
Government Regulations

**Length: 5:04**

Show # 2015-06

Date aired: 2/2 Time Aired: 6:30A

**David Rabiner, PhD**, Senior Research Scientist in the Department of Psychology & Neuroscience at Duke University

The use of "study drugs"-- prescription medications used illegally by college students improve their academic performance--is on the rise. Dr. Rabiner said the drugs of choice are those typically used to treat ADHD. He discussed the question of whether the practice is a form of academic cheating. He added that students who use these medications without a prescription typically have higher rates of drug and alcohol abuse, perform worse academically and are more stressed out about their grades.

**Issues covered:**  
Substance Abuse  
Education

**Length: 8:09**

**Michael Thompson**, Director of the Council of State Governments Justice Center

Mr. Thompson's organization conducted a study that examined whether juveniles who commit crimes fare better if they are sentenced to community-based supervision or state-run incarceration. The study found that youth who are locked up in state-run facilities are 21 percent more likely to be rearrested than those who remain under supervision closer to home. He said that community supervision programs are also far less expensive for taxpayers than state-secure facilities.

**Issues covered:**  
Youth at Risk  
Crime  
Government Policies

**Length: 8:55**

**Doug Goodman, PhD**, MPA Director, Associate Professor of Public Affairs in the School of Economic, Political, and Policy Sciences at The University of Texas at Dallas

Dr. Goodman co-authored a study that found that family-friendly employment policies tend to increase productivity of employees in public organizations. He said it appears that these policies reduce stress, and increase job satisfaction and employee loyalty.

**Issues covered:**  
Workplace Matters  
Parenting

**Length: 5:01**

Show # 2015-07

Date aired: 2/14 Time Aired: 6:30A

**Michael Moss**, Pulitzer Prize-winning reporter for The New York Times, author of "*Salt Sugar Fat: How the Food Giants Hooked Us*"

Every year, the average American eats thirty-three pounds of cheese, seventy pounds of sugar and double the recommended amount of salt--most of it from processed foods. Mr. Moss said that the use of salt, sugar and fat increases sales of processed foods, reduces manufacturing costs, and enables these foods to sit in warehouses or on the grocery shelf for months. He offered suggestions for consumers on how to read product labels.

**Issues covered:**  
Personal Health  
Consumer Matters

**Length: 8:01**

**Debra Donston-Miller**, editor and writer for InformationWeek.com, expert in social networking and information technologies

Ms. Donston-Miller said social media has essentially become an online resume, and that job hunters who do not use it are at a huge disadvantage. She discussed the most effective strategies for using social media in job searches and networking with colleagues. She explained which social networks are the most useful and why. She also recommended sharing content on social networks, such as reports or videos, to demonstrate expertise and abilities.

**Issues covered:**

**Length: 8:59**

**Employment  
Workplace Matters**

**Tim Lohrentz**, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities

Mr. Lohrentz recently conducted a study of payday loans and their net impact on the US economy. He found that the burden of repaying the high-interest loans results in \$774 million in lost consumer spending and 14,000 job losses annually. He outlined the alternatives to payday loans that are available to low-income borrowers.

**Issues covered:**

**Length: 5:10**

**Payday Loans  
Poverty  
Government Regulations**

Show # 2015-08

Date aired: 2/21 Time Aired: 6:50 A

**Mark Underwood, PhD**, neuroscience researcher, expert on brain aging and cognitive function, President and co-founder of Wisconsin-based biotech company Quincy Bioscience

Dr. Underwood said most people start to experience mild memory loss by age 40. He explained the relationship of early memory problems to advanced forms of dementia as people enter their 70s and 80s. He outlined basic steps to take to keep the brain active, which may prevent or slow cognitive decline as a person ages.

**Issues covered:**

**Length: 8:01**

**Personal Health  
Senior Citizens**

**Patty Osterberg**, Education & Outreach Director of Sustainable Electronics Recycling International, an organization that sets standards for responsible electronics recycling

Ms. Osterberg discussed the most responsible ways to recycle unused mobile phones and other electronic gadgets. Her organization certifies recyclers with the R2 standard, which verifies that recycling companies perform their services in a responsible and ethical manner. She talked about the environmental impact of throwing a phone in the trash.

**Issues covered:**

**Length: 8:59**

**Recycling  
Environment  
Consumer Matters**

**Susan Carpenter**, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities

Ms. Carpenter spent two years and thousands of dollars transforming her California home into a test case for sustainable living. She talked about some of the most cost-efficient ways to go "green," along with some of the less successful projects. She outlined the easiest ways the average person can improve their environmental footprint.

Issues covered:  
Environment  
Consumer Matters

Length: 4:55

Show # 2015-09

Date aired: 2/28 Time Aired: 6:30A

**Catherine Collinson**, President of the Transamerica Center for Retirement Studies, a non-profit private foundation

Ms. Collinson talked about the option of "phased retirement," in which an employee begins to gradually put in shorter work weeks. She said the strategy permits workers to test out retirement to see if they enjoy it and can afford it, and allows them to avoid tapping into Social Security or savings until truly necessary. She said many employers welcome it, because it allows the senior employee to mentor younger colleagues and the organization to retain institutional knowledge.

Issues covered:  
Retirement  
Career

Length: 8:42

**Brian Wansink, PhD**, behavior economist, food psychologist, John Dyson Professor of Consumer Behavior at Cornell University, Director of the Cornell Food and Brand Lab, author of "*Slim By Design, Mindless Eating Solutions for Everyday Life*"

Dr. Wansink discussed his research at Cornell, which examines how and why we make choices about the food we eat. He said the way a kitchen or other living environment is set up can encourage weight loss naturally. He outlined innovative but inexpensive steps restaurants, grocery stores and school cafeterias can make to encourage healthier dining choices.

Issues covered:  
Health and Nutrition  
Consumer Matters

Length: 8:34

**Cami Walker**, author of "*29 Gifts: How a Month of Giving Can Change Your Life*"

At age thirty-five, Ms. Walker was diagnosed with multiple sclerosis. As she battled depression about her illness, she received an uncommon prescription from an African medicine woman: Give to others for 29 days. She shared her story of finding small ways to help others, and how it made a dramatic difference in her own health and happiness.

Issues covered:  
Charitable Contributions  
Volunteerism  
Mental Health

Length: 4:24



Show # 2015-10

Date aired: 3/7 Time Aired: 6:30A

**Tony Robbins**, motivational speaker, author of "*Money, Master the Game: 7 Simple Steps to Financial Freedom*"

Mr. Robbins picked the brains of more than 50 of the world's most successful investors and money managers, and found dramatically different philosophies. He discussed lessons that anyone can use to improve their personal finances. He also talked about his efforts to feed the hungry and his personal reasons for being concerned about poverty and hunger in America.

**Issues covered:**  
Personal Finance  
Consumer Matters

**Length:** 8:23

**Andrew Sperling**, Director of Federal Advocacy, National Alliance on Mental Illness

Mr. Sperling discussed the cost of mental health treatment, and the options available to make treatment more affordable. He explained how the Affordable Care Act has affected mental health and substance abuse services. He outlined the most common forms of assistance provided to employees by larger employers. He also talked about the most common forms of mental illness.

**Issues covered:**  
Mental Health  
Substance Abuse  
Consumer Matters

**Length:** 8:42

**Richard Lichenstein MD**, Director of Pediatric Emergency Medicine Research at the University of Maryland School of Medicine

Wearing earphones while walking, biking or driving can be much riskier than most people think. Dr. Lichenstein recently conducted a study that found that headphone-related deaths have tripled in the past several years. He explained who is most likely to become a victim and the reasons that this behavior is so dangerous.

**Issues covered:**  
Traffic Safety  
Personal Health

**Length:** 4:55

Show # 2015-11

Date aired: 3/14 Time Aired: 6:30A

**Tony Wagner, EdD**, First Innovation Education Fellow at the Technology and Entrepreneurship Center at Harvard University, Co-Director of the Change Leadership Group at the Harvard Graduate School of Education, author of "*Creating Innovators: The Making of Young People Who Will Change the World*"

Dr. Wagner said that innovative thinking is today's most essential real-world skill. He believes that for the US to successfully compete in the global economy, America needs to make teaching innovation a top priority in schools, at home and in business. He explained the steps that teachers and parents can take to foster more creative problem-solving in youngsters.

**Issues covered:**  
Education  
Government Policies  
Employment

**Length:** 9:28

**Raymond Francis, MSc**, health expert, author of "*Never Be Sick Again*"

Mr. Francis shared his personal story of facing a life-threatening condition at age 48, and how he overcame it. He believes that nearly every disease or illness can be prevented or reversed. He talked about the common denominator of all diseases and the six potential causes. He also offered suggestions to improve health at any age.

**Issues covered:**  
Nutrition and Health  
Consumer Matters

**Length: 7:45**

**Darrell W. Gurney**, founder of CareerGuy.com, Certified Personnel Consultant, Certified Job & Career Transition Coach, Certified Career Management Coach, and Licensed Spiritual, author of "*Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest*"

Mr. Gurney talked about the critical importance of networking when searching for a job. He said the latest online tools can help, but they are not as effective as meeting and being known by as many people as possible within an industry. He offered advice to the long-term unemployed.

**Issues covered:**  
Employment

**Length: 5:03**

Show # 2015-12

Date aired: 3/1 Time Aired: 6:30A

**Peter A. Sacco, PhD**, psychologist who specializes in addictions, author of "*Right Now Enough Is Enough*"

Dr. Sacco discussed the biggest misconceptions about addictions and bad habits. He said pornography and gambling are the least recognized addictions among Americans today. He noted that addicts are frequently able to hide their behavior and lead seemingly normal lives. He also talked about the most effective routes to recovery.

**Issues covered:**  
Substance Abuse  
Mental Health

**Length: 8:04**

**Jeff Speck, AICP**, City Planner and Architectural Designer who advocates for smart growth and sustainable design, author of "*Walkable City: How Downtown Can Save America, One Step at a Time*"

In the typical American city, the car is still king. Mr. Speck said that downtown areas and local economies can be dramatically improved by becoming pedestrian-friendly. He explained how simple decisions have cascading effects, and how citizens can influence their elected representatives to make wise choices for their communities.

**Issues covered:**  
Urban Planning  
Government Policies  
Economy

**Length: 9:14**

**John P. Thyfault, PhD**, Professor of Nutrition and Exercise Physiology, Director of the Health Activity Center at the University of Missouri

Statins, the most widely prescribed type of cholesterol-lowering drugs, have prevented millions of heart attacks and saved countless lives. But Dr. Thyfault conducted a study that found that statins may also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change. He also talked about how much exercise can be effective for people dealing with high cholesterol.

**Issues covered:**  
Personal Health

**Length:** 5:06

Show # 2015-13

Date aired: 3/28 Time Aired: 6:30A

**Bill Thornton, PhD**, Professor of Psychology, University of Southern Maine

Dr. Thornton led a study that found that the mere presence of a smart phone, even if it is turned off, can make it difficult to perform complex tasks. He explained the likely reasons that a phone can be so distracting. He offered suggestions for parents who are concerned about phone usage affecting their child's schoolwork.

**Issues covered:**  
Mental Health  
Consumer Matters

**Length:** 7:27

**Sharon Fowler, MPH**, Adjunct Assistant Professor, University of Texas Health Science Center at San Antonio

Ms. Fowler was the co-author of a study that found that diet soda consumption leads to expanding waistlines. She found that older adults who drank two or more diet sodas a day had waist size increases that were six times greater than those of people who didn't drink diet soda. She discussed the possible physiological reasons and offered suggestions for those trying to control calories.

**Issues covered:**  
Personal Health  
Senior Citizens  
Consumer Matters

**Length:** 9:43

**Regina Leeds**, professional organizer, author of "*The 8-Minute Organizer*"

Nearly everyone can use some help in getting organized. Ms. Leeds talked about the reasons that keeping order in our lives and possessions is so difficult. She offered small, step-by-step suggestions on how determine goals to get organized, and how to create positive routines for the long-term.

**Issues covered:**  
Consumer Matters  
Mental Health

**Length:** 5:06

## KQSR-FM

### 1ST Qtr 2015 Quarterly Issues and Program

Date Aired: 1/3  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW Workforce Development  
GUEST: Marco Garcia of Goodwill  
Industries

ISSUE: 7,10

We invited Marco Garcia in to discuss the New Year and how the unemployment rate has unchanged from just a year ago. Marco discussed how the agricultural workers will work for the season then when the season comes to a close they will get the unemployment for the summer since we are a seasonal AG community. Marco also discussed the issues with the average worker wanting to work and they say they can do anything but when it comes To the WFD program giving them options they are NOT ready to work . The WFD program wants to make these unemployed individuals work ready which means being responsible and knowing that you need to be available and showing up for work everyday.WFD does see that most people looking for work are not ready and they train them to be.

TOPIC OF THIS SHOW: 1/3  
Guest: AJ from Parks and Rec of YUMA

6:15 AM

ISSUE: 11,7

It is that time again here in the community for the senior games and AJ came in to discuss the games and how the winter visitors and locals can get involved in the many activities they have starting early in January and going through mid- February. They have different age groups and tons of competitions like senior Volleyball Pickleball, discus throw, etc... Yuma Parks and Recreation have things going on all year however they senior games is one of the most popular since our community has an abundance of winter visitors from October through the end of March. AJ said there is really no deadline to sign up and it is a great way for the seniors to keep in shape and enjoy life and meet new and exciting people and make lasting bonds.

## KQSR-FM

### 1ST Qtr 2015 Quarterly Issues and Program

Date Aired: 1/10  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: WELLNESS IN WORKPLACE  
GUEST: NICOLE BOZICH YRMC

ISSUE: 6

We invited Yuma Regional Medical Center in to discuss the New Year and get the information the community needs on wellness in the workplace. Nicole is the Wellness Coodinator for Yuma Regional Medical Center and discussed since most of the adults spend more than half their life in a workplace environment we need to know the importance of having any workplace communicate better and keeping stress levels down which can be very important to mental health. Nicole mentioned that YRMC are also working on bringing in massage therapists to give FREE massages to employees to keep tension levels down. Also keeping weight down is important and suggested that co workers get a partner to keep themselves in check and walk on breaks and incouraging the other to keep things positive.

TOPIC OF THIS SHOW: SENIOR GAMES  
Guest: AJ PARKS AND REC OR YUMA

ISSUE: 11.7

1/10 6 AM

It is that time again here in the community for the senior games and AJ came in to discuss the games and how the winter visitors and locals can get involved in the many activities they have starting early in January and going through mid- February. They have different age groups and tons of competitions like senior Vollyball Pickleball, discus throw, etc... Yuma Parks and Recreation have things going on all year however they senior games is one of the most popular since our community has an abundance of winter visitors from October through the end of March. AJ said there is really no deadline to sign up and it is a great way for the seniors to keep in shape and enjoy life and meet new and exciting people and make lasting bonds.

# KQSR-FM

## 1st Qtr 2015 Quarterly Issues and Program Report

Date Aired: 1/17-1  
Time Aired: 6 am

Length: 15 min

TOPIC OF THIS SHOW: AWC Scholarship Cabert  
Guest: Melinda Graham

ISSUE: 1,3,7,

Melinda Graham the Chair of the AWC Scholarship Foundation and the Cabaret Fundraiser for Arizona Western College was in the studio to talk about the 2<sup>nd</sup> Annual Scholarship Fundraiser that is a Cabaret Featuring local Opera Singer and High School Principal Adar Garcia. The Cabaret is coming up on January 31<sup>st</sup> and we wanted to make sure the word was out on how the local community can get involved either by purchasing tickets to the event or making a sizeable donation by becoming a table sponsor. All of the proceeds raised at this event will stay in the Arts Department and be available for the ARTS programs ONLY. This is where Melinda stated that the department that needs the most is The Arts. Melinda also gave insight on how the locals can obtain their tickets online or by calling AWC.

TOPIC OF THIS SHOW: City Of Yuma  
Guest: Lucy and Allen Davis

ISSUE: 1,2,7,

1/17 6:15 am

After having a local playground that is a local landmark burned down at the end of December 2014 by an arsonist the community has been super affected by this and I had the opportunity to bring these two in from the city and discuss how the city plans to rebuild the playground and why some locals have been up in arms over why are there fundraising efforts when they had insurance to rebuild the Stewart Vincent Wolf facility. The answers we got were simple, Yes the city has insurance however this playground was built 8 years ago and cost \$40K to build then, so with the cost of inflation the same materials have more than likely gone up in cost. With that being said anything that is raised will go directly to rebuilding the playground.

# KQSR-FM

## 1st Qtr 2015 Quarterly Issues and Program Report

Date Aired: 01/24/2015

Time Aired: 6am

Length: 15 min

TOPIC OF THIS SHOW: AWC CABERET  
FUNDRAISER

Guest: Melinda Graham

ISSUE: 1,7,3

Melinda Graham Chair for AWC Scholarship programming came in and Discussed the scholarship program in the arts with Arizona Western College. She also wanted to inform interested parties in the community about the 2<sup>nd</sup> annual AWC Caberet that was taking place on January 31<sup>st</sup> and how interested parties could buy tickets to the event and/or become a sponsor or table sponsor. Melinda also hit on the topic of how Arizona Western College looked into where the scholarships were needed and they found that the Arts Department is where these funds should be raised and stay within the Arts Department. The Caberet is a great way for the community to see how the students perform as well as the culinary students who made all of the food for the dinner.

TOPIC OF THIS SHOW: City of Yuma  
Guest: Dave Nash & Lucy Valencia

1/24 6:15am

ISSUE: 1,9

After a crime of arson was committed in Yuma against one of the beloved playgrounds Stewart Vincent Wolf at the West Wetlands Park we invited the city to come in to discuss rebuilding efforts and how the city was going to use the monies that have been raised by the generous people of the Yuma Community. Several efforts have been made by local companies and more to donate money. The City came out and said YES we are insured, however, with insurance there comes a deductible and NOT everything was covered. Generous donations were made and several people of the community were not happy about this because they say that City officials may use this money somewhere else. Dave Nash Specifically stated that is not the case. There has been a 10K reward for the arsonist.

## KQSR-FM

### 1ST Qtr 2015 Quarterly Issues and Program

Date Aired: 01/31/15  
Time Aired: 6 Am

Length: 15 min

TOPIC OF THIS SHOW: WORKFORCE DEVELOPMENT  
Guest: MARCO GARCIA

ISSUE: 7,10

We invited Marco Garcia in to discuss the New Year and how the unemployment rate has unchanged from just a year ago. Marco discussed how the agricultural workers will work for the season then when the season comes to a close they will get the unemployment for the summer since we are a seasonal AG community. Marco also discussed the issues with the average worker wanting to work and they say they can do anything but when it comes to the WFD program giving them options they are NOT ready to work. The WFD program wants to make these unemployed individuals work ready which means being responsible and knowing that you need to be available and showing up for work everyday. WFD does see that most people looking for work are not ready and they train them to be.

TOPIC OF THIS SHOW: UNITED BLOOD SERVICES  
Guest: Paula Dumas

ISSUE 6,7,

1/31 6:15 Am

Paula has been in before and wanted to come back in to advise the community that their blood is needed in so many areas. We discussed the universal blood type O which the entire population can receive if in a desperate situation and are in immediate need of a transfusion. United Blood Services has on going blood drives here in our community and beyond. Paula also went in depth about what to expect in the donor process. It's simple you can go to their website type in your zip and find the next closest location for a blood drive. Your able to make an appointment and then when you arrive get a quick health scan and then away you go to give a pint of blood. A pint sounds small but it is an amazing amount when you add them all up and it can save many lives.



## KQSR-FM

### 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

Date Aired: 02/07  
Time Aired: 6 Am

Length: 15 min

TOPIC OF THIS SHOW: Knowledge is Power  
Russell McCloud (author)

ISSUE: 8

Owner of Accurate Automotive and on the board for the City of Yuma Russell McCloud has been a pillar in the community for several years. He has written a book called "Knowledge is Power" and has it available to the public and on Amazon for people who need questions answered regarding their vehicles. Is it ok when a mechanic says you need work done on your vehicle and it is NOT necessary ??? Well that is what this book answers for you. Knowing what to ask when caught in that very situation. Knowledge is Power is compelling answers to your most frequently asked questions regarding your vehicle. To protect the consumer Russell has designed this book to have ordinary people know what it is they need to ask when it concerns their wallet and repairs. Consumer protection at its best.

TOPIC OF THIS SHOW: YVB  
Guest: John Curtis

ISSUE: 1,7

2/7 6:15A

John Curtis from Yuma Visitors Bureau was my guest and came in to discuss the importance of our winter visitors and the Ag communities with all of the happenings Yuma has going on in the last part of our winter season. Lettuce Days, is a BIG part of the Yuma Winter visitors plans and is coming up very quickly at the end of February. John also discussed the difference between "The Snowbird" and the Winter visitor and it became clear on why there is a difference. "The Snowbird" has an RV and the Winter Visitor has a house. The winter visitors are a huge part of OUR economy here in Yuma and our community depends on the wealth spread over the winter months. John was a great guest and we hope to have him back soon to discuss the next winter season.

# KQSR-FM

## 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

Date Aired: 02/14

Time Aired: *6 AM*

Length: 15 min

TOPIC OF THIS SHOW: "Knowledge is Power"  
Guest: Russell McCloud

ISSUE: 8

Owner of Accurate Automotive and on the board for the City of Yuma

Russell McCloud has been a pillar in the community for several years. He has written a book called "Knowledge is Power" and has it available to the public and on Amazon for people who need questions answered regarding their vehicles. Is it ok when a mechanic says you need work done on your vehicle and it is NOT necessary ??? Well that is what this book answers for you. Knowing what to ask when caught in that very situation. Knowledge is Power is compelling answers to your most frequently asked questions regarding your vehicle. To protect the consumer Russell has designed this book to have ordinary people know what it is they need to ask when it

TOPIC OF THIS SHOW: March of Dimes  
Guest: Cori Rico

ISSUE: 2,7,6

*2/14 6:15A*

Cori came in to discuss the March Of Dimes walk. This is an annual event that When you walk, you help.  
When you become part of March for Babies, you join with people in your community to: help moms have healthy pregnancies support families in the NICU, fund research to end premature birth. Cori has been involved with this organization for several years and is proud to be a part of helping those in need. Her dedication to the fundraisers here in the Yuma area are above and beyond the call of duty and she and her co workers need to spread the word for ALL of the community to get involved either rby funding a walk or by participating aith members of your immediate community or neighborhood.

## KQSR-FM

### 1<sup>st</sup> Qtr 2015 Quarterly Issues and Program Report

Date Aired: 2/21

Time Aired: 6:00 AM

Length: 15 min

TOPIC OF THIS SHOW: Yuma Visitors Bureau  
Guest: Executive Director  
Linda Morgan

ISSUE: 1,4,7

Linda Morgan came into talk about the events around the Yuma area that have been scheduled and for the most part sold out with the exception of Lettuce Days which is an annual event to bring awareness to the Agricultural part that Yuma plays in the world. The Yuma Visitors Bureau is excited to have one of the best years For lettuce Days and they are also bringing in local talent to perform throughout the day Friday and Saturday 2/27 and 2/28 Lettuce Days has been a family weekend for as far back as Linda can remember and they will have several family things to do including a petting zoo for the kids. We also looked ahead to March where there are tours coming up that have actually been so popular over the years that they have actually sold out. Field of Feast/Savor Yuma.

TOPIC OF THIS SHOW: Relay For Life  
Guest: John Courtis

ISSUE: 1,6,7

2/21 6:15A

Executive Director from the Yuma Chamber of Commerce is in to talk about the American Cancer Societies "Relay For Life". This event here in the Yuma Community is slated for April 25<sup>th</sup> at 6pm and teams can walk ALL night and raise cancer awareness. This is an International event and is a Relay and every half hour or so another team member will walk. This is months of fundraising to help find a cure for cancer. Interested parties can log on to relay for life online and sign up teams that way or just read and see how you can help. Donations are a huge part of Relay For Life and this is an overnight relay that families can join. John is a Kidney Cancer Survivor and is currently in remission. John is urging the Yuma community to sign up soon to get involved with the Relay.

## KQSR-FM

### 1<sup>ST</sup> Qtr 2015 Quarterly Issues and Program Report

Date Aired: 02/28  
Time Aired: 6: AM

Length: 15 min

TOPIC OF THIS SHOW: March of Dimes  
Guest : Cori Rico

ISSUE: 2,6,7

Cori came in to discuss the March of Dimes walk. This is an annual event that When you walk, you help.  
When you become part of March for Babies, you join with people in your community to help moms have healthy pregnancies.  
Support families in the NICU, fund research to end premature birth. Cori has been involved with this organization for several years and is proud to be a part of helping those in need. Her dedication to the fundraisers here in the Yuma area are above and beyond the call of duty and she and her co-workers need to spread the word for ALL of the community to get involved either by funding a walk or by participating with members of your immediate community or neighborhood.

TOPIC OF THIS SHOW:

Dr. Joel Fuhrman seminar here in Yuma  
Guest: Judy Gresser

2/28 6:15 AM

ISSUE: 3,6,7

Once again Judy Gresser was in our studios to talk about an upcoming event that is sure to be a popular event. This event is a day with Dr. Joel Fuhrman the author of several books on healthy eating. Judy is Co-Chair of the program The Healthiest County in America and has had a donation to get Dr. Joel Fuhrman to come to Yuma and talk about Living a Lifestyle not just dieting. Judy talked about how important is to educate our kids on healthy eating and also had said that a number of kids cannot identify a common veggie. This event on March 22<sup>nd</sup> is FREE to attend and is taking place at the Gila Ridge High Auditorium and is an afternoon event. Locals have to be registered to attend and can do so by calling in or logging in to [drjoelfuhrman.eventbrite.com](http://drjoelfuhrman.eventbrite.com)

## KQSR-FM

### 1st Qtr 2015 Quarterly Issues and Program Report

Date Aired: 03/07  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: ADOSH  
GUEST: Jessie Atencio

ISSUE: 5,6

Jessie Antencio from Arizona Department of Occupational Safety and Health was our guest to discuss the changes in the way ADOSH will handle things when there is an injury or even a death on the job. Companies within the state of Arizona are required to post requirements in the workplace on a quarterly basis to make sure that the proper steps are taken when there is an injury on the job. A company is required to make a claim within 8 hours of an employee Being injured or even hospitalized from in jury that happens on the job. Some industries deal with just office settings but like warehousing, Walmarts, anything that has to do with jobs that require heavy lifting or using machines etc...Employers need to be aware that they need to call if they need updated information.

TOPIC OF THIS SHOW: RIGHT TURN YUMA  
Time Aired:  
Guest: Judy Smith exec Director RTYV

ISSUE: 7,12

3/7 6:15 AM

Judy came in and we went on air to discuss on what Right Turn Yuma Does to help Yuma Homeless Vets. They try to work with the VETS and They coordinate service with YPIC and Goodwill to put them to work And also getting their health in 100% order by helping with Doctors Visits. A lot of homeless Veterans will never disclose that they are Veterans since they are proud. Right Turn Yuma helps the Veterans get back into the family by integrating them back into their families. Right Turn Yuma will take donations and they look for cash donations to be able to help and this will be a tax deductible 200.00 donation. RTY also has tournaments to raise funds like a Corn hole tournament that is coming up in April and a owling Tournament which will be a great way to raise money for RTY.

## KQSR-FM

### 1st Qtr 2015 Quarterly Issues and Program Report

Date Aired: 03/14/15

Time Aired: 6:15pm

Length: 15 min

TOPIC OF THIS SHOW: Relay For Life  
Guest John Courtis

ISSUE: 1,6,7

Executive Director from the Yuma Chamber of Commerce is in to talk about the American Cancer Societies "Relay For Life". This event here in the Yuma Community is slated for April 25th at 6pm and teams can walk ALL night and raise cancer awareness. This is an International event and is a Relay and every half hour or so another team member will walk. This is months of fundraising to help find a cure for cancer. Interested parties can log on to relay for life online and sign up teams that way or just read and see how you can help. Donations are a huge part of Relay For Life and this is an overnight relay that families can join. John is a Kidney Cancer Survivor and is currently in remission. John is urging the Yuma community to sign up soon to get involved with the Relay.

TOPIC OF THIS SHOW:

Dr. Joel Fuhrman seminar here in Yuma

Guest: Judy Gresser

3/14 6:15pm

ISSUE: 3,6,7

Once again Judy Gresser was in our studios to talk about an upcoming event that is sure to be a popular event. This event is a day with Dr. Joel Fuhrman the author of several books on healthy eating. Judy is Co-Chair of the program The Healthiest County in America and has had a donation to get Dr. Joel Fuhrman to come to Yuma and talk about Living a Lifestyle not just dieting. Judy talked about how important is to educate our kids on healthy eating and also had said that a number of kids cannot identify a common veggie. This event on March 22nd is FREE to attend and is taking place at the Gila Ridge High Auditorium and is an afternoon event. Locals have to be registered to attend and can do so by calling in or logging in to [drjoelfuhrman.eventbrite.com](http://drjoelfuhrman.eventbrite.com)

## KQSR-FM

### 1st Qtr 2015 Quarterly Issues and Program Report

Date Aired: 03/21/15

5

Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: ADOSH

ISSUE:6,7

Guest: Jessie Atencio

Wellness in workplace rules regulation

Jessie Antencio from Arizona Department of Occupational Safety and Health was our guest to discuss the changes in the way ADOSH will handle things when there is an injury or even a death on the job. Companies within the state of Arizona are required to post requirements in the workplace on a quarterly basis to make sure that the proper steps are taken when there is an injury on the job. A company is required to make a claim within 8 hours of an employee being injured or even hospitalized from injury that happens on the job. Some industries deal with just office settings but like warehousing, Walmarts, anything that has to do with jobs that require heavy lifting or using machines etc...Employers need to be aware that they need to call if they need updated information.

TOPIC OF THIS SHOW: Amberley' Place

Guest: Dianne Umpress

3/21 6:15 AM

ISSUE: 2,7

Diane was in to discuss what it is that Amberley's Place does. Amberley's Place is a safe haven for children that are at risk in a home where there may be sexual abuse going on. If something of this nature is reported who does it get reported to. Well when asked that Diane said that many of these victims will wait until they are of legal age to do anything at all about it because they are afraid that family members may not believe that it is happening. If something is reported it goes directly to Department of Child Safety and they also can report it to local law enforcement if that happens they child will be removed from the home pending an investigation. Diane also touched base on the fact that April is Child abuse awareness month.

## KQSR-FM

### 1st Qtr 2015 Quarterly Issues and Program Report

Date Aired: 03/28/15  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: AMBERLEY'S PLACE  
GUEST: Dianne Umpress

ISSUE: 2,7,9

Diane was in to discuss what it is that Amberley's Place does. Amberley's Place is a safe haven for children that are at risk in a home where there may be sexual abuse going on. If something of this nature is reported who does it get reported to. Well when asked that Diane said that many of these victims will wait until they are of legal age to do anything at all about it because they are afraid that family members may not believe that it is happening. If something is reported it goes directly to Department of Child Safety and they also can report it to local law enforcement if that happens they child will be removed from the home pending an investigation. Diane also touched base on the fact that April is Child abuse awareness month.

TOPIC OF THIS SHOW: RIGHT TURN YUMA  
Time Aired:  
Guest: Judy Smith exec Director RTYV

Aired: 3/28/15 6:15 AM

ISSUE: 7,12

Judy came in and we went on air to discuss on what Right Turn Yuma Does to help Yuma Homeless Vets. They try to work with the VETS and They coordinate service with YPIC and Goodwill to put them to work And also getting their health in 100% order by helping with Doctors Visits. A lot of homeless Veterans will never disclose that they are Veterans since they are proud. Right Turn Yuma helps the Veterans get back into the family by integrating them back into their families. Right Turn Yuma will take donations and they look for cash donations to be able to help and this will be a tax deductible 200.00 donation. RTY also has tournaments to raise funds like a Corn hole tournament that is coming up in April and a owling Tournament which will be a great way to raise money for RTY.