

October 7<sup>th</sup>, 2016

Pursuant to FCC Rules and Regulations 73.3256(A)(9), the following programs and announcements were broadcast by KZKS/KAYW/KWGL/KRVG/KRGS and KAVP radio to deal with local and/or regional community problems. They are described herein as to program or announcement type, along with a brief narrative defining the problem and program announcement synopsis.

All stations announced events throughout the area with our Community Voice spots. This one minute segment offers federally recognized non-profits a forum to announce their events, free of charge.

---

Working with the Mesa and Garfield County Sheriff's departments we aired crime reports and tip line requests for each county, produced by the individual departments, 60 seconds in length. In the third quarter we aired 161 crime reports for Garfield county and 90 for Mesa county.

### **Tire Safety:**

The Rubber Manufacturers Association (RMA), originally named the Rubber Club of America, was established in 1915 to serve rubber products manufacturers. Since its inception, RMA has evolved and now solely represents tire manufacturers that produce tires in the U.S. RMA represents its members before federal, state and local government entities; develops safety standards for passenger, light truck and commercial truck tires; advocates for environmentally and economically sound scrap tire management polices aggregates data pertaining to U.S. tire shipments; and, educates consumers about proper tire care, among other activities.

Safety is a highest priority of our members. RMA is the industry's collective voice for educating consumers about the importance of proper tire care to promote safety, save fuel and ensure tires last longer. RMA's Be Tire Smart – Play Your PART program enlists the help of tire and auto dealers, automotive repair locations, safety advocates and government agencies to communicate important tire care information to consumers. RMA offers free materials to automotive service providers and consumers, and conducts outreach on a regular basis to communicate important safety information. The PSAs cover the safety topics of proper air pressure, repairing your tires, and how to check the "baldness" of your tires. These 30 and 60 second PSA's ran 5 times on KWGL, 0 times on KRVG, 15 times on KRGS, 28 times on KAVP, and 17 times on KZKS/KAYW in the third quarter.

## **Digital Deadwalkers:**

Founded in 1933, the Academy is the preeminent provider of musculoskeletal education to orthopaedic surgeons and others in the world. Its continuing medical education activities include a world-renowned Annual Meeting, multiple CME courses held around the country and at the Orthopaedic Learning Center, and various medical and scientific publications and electronic media materials.

Danger lurks at every corner of our cities and towns, but what if pedestrians are the ones posing the threats to themselves and others? “Digital Deadwalkers,” 30- and 60-second radio spots, encourages pedestrians to engage in and with their surroundings for better bone and joint health. Distracted driving’s cousin—distracted walking—is rearing its ugly head. And, it’s a growing public issue for drivers and other pedestrians, too. After all, orthopaedic surgeons would rather help your viewers keep their bones and joints strong and intact than put them back together.

In recent years, the Academy’s public service campaigns have focused on the dangers of distracted driving. But this year, the campaign is moving in a slightly different direction to highlight the threat posed by “distracted driving’s cousin—distracted walking.” “We know that the number of injuries to pedestrians using their phones has nearly tripled since 2004, and surveys have shown that 60 percent of pedestrians are distracted by other activities while walking,” said Alan S. Hilibrand, MD, chair of the AAOS Communications Cabinet. “Since 2009, the AAOS ‘Decide to Drive’ campaign has educated children, teens, and adults about the dangers of distracted driving. For 2015, we are expanding this message to include the dangers of distracted walking.”

These 30 and 60 second PSA's ran 2 times on KWGL, 4 times on KRVG, 35 times on KRGS, 142 times on KAVP, and 38 times on KZKS/KAYW.

## **Understood.Org**

In the U.S., one in five children struggles with a learning and/or attention issue. That’s 15 million kids ages three to 20, and many of their issues go undiagnosed. The adults in their lives often have a hard time understanding their issues due to misconceptions and a lack of information and resources. As a result, these children often face both academic and social challenges. However, with the right strategies and support, they can succeed in the classroom—and outside of it, too.

This campaign stems from the idea that parents can sense when their children are struggling but may not know why. Or what to do. By demonstrating the realities that children with learning and attention issues face daily, the campaign aims to increase the number of parents who are actively helping and seeking help for their kids. Parents are encouraged to visit [Understood.org](http://Understood.org), a comprehensive, free online resource that empowers parents through personalized support, daily access to experts and specially designed tools to help the millions of children with learning and attention issues go from simply coping to truly thriving.

These 30 and 60 second PSAs aired 4 times on KWGL, 2 times on KRVG, 40 times on KRGS, 141 times on KAVP, and 43 times on KZKS/KAYW.

## **Food Safety**

1 in 6 Americans gets sick from food poisoning, resulting in roughly 128,000 hospitalizations and 3,000 deaths each year. To help families—especially parents—learn the practical steps they can take at home to help reduce their risk of getting sick, the Ad Council and the U.S. Department of Agriculture’s Food Safety and Inspection Service, in partnership with the U.S. Food and Drug Administration (FDA) and the CDC introduced the Food Safe Families campaign. The campaign aims to educate families about the following four food handling behaviors:

- Separate*: Raw meats from other foods by using different cutting boards.
- Clean*: Clean kitchen surfaces, utensils, and hands with soap and water while preparing food.
- Cook*: Cook foods to the right temperature by using a food thermometer.
- Chill*: Chill raw and prepared foods promptly.

In the initial campaign, humorous television PSAs, broadcast in English and Spanish, showcased chefs going to over-the-top measures to stay safe. To stay “clean,” for example, a man chopping vegetables employs a lawn sprinkler—and a raincoat.

The campaign also includes radio, print, and web advertising as well as an integrated social media program. All campaign elements direct audiences to visit [FoodSafety.gov](http://FoodSafety.gov), where they can learn about food safe practices. These 30 and 60 second PSAs ran 11 times on KWGL, 0 time on KRVG, 12 times on KRGS, 28 times on KAVP, and 13 times on KZKS/KAYW.

## **Second Chance-Goodwill**

Every 23 seconds of every business day, Goodwill helps someone find employment. Through its 164 local, autonomous organizations in the United States and Canada, Goodwill works to provide job placement and training opportunities, and other community-based services such as career counseling, financial education and résumé preparation to people with disabilities and disadvantages, and anyone facing challenges to finding employment. In 2015, nearly 2 million people engaged in face-to-face Goodwill services to advance in their careers. Individuals were able to find employment placement in fields such as automotive services, construction, health care, information technology, manufacturing, hospitality and retail as well as in other high-demand industries. More than 35 million people used computers and mobile devices to access education, training, mentoring and online learning services offered by Goodwill organizations to strengthen their skills and gain industry-recognized credentials.

Based on a media mix analysis conducted by Millward Brown between September 2013 and April 2015, the PSA campaign, in conjunction with local Goodwill efforts, resulted in more than 363 million pounds of donations to Goodwill

organizations, half of which can be attributed to digital media. In addition to driving donations, the return on investment of digital was 10 times more than other media types. Given the outsized effect of digital media on campaign donations, the new PSA campaign focuses efforts on making greater use of digital, social and mobile platforms.

These 30 second ads played 4 times on KWGL, 0 time on KRVG, 14 times on KRGS, 27 times on KAVP, and 17 times on KZKS/KAYW.