

4-10-14

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 Montrose, Mesa and Garfield County Sherriff's departments we aired crime reports and tip line requests for each county, produced by the individual departments, 60 seconds in length. These aired all quarter 70 times KZKS/KAYW.

Girl Scouts

One of the most powerful results of living the Girl Scout Law is the ability to exercise and recognize true leadership. Being honest and fair, courageous and strong, using resources wisely, respecting yourself and others, and making the world a better place...these are values that our staff and our volunteers on a national and a local level continually teach, model, and reinforce. When a Girl Scout sells you cookies, she's building a lifetime of skills and confidence. She learns goal setting, decision making, money management, people skills, and business ethics—aspects essential to leadership, success, and life. By putting her mind and energies to something, a Girl Scout can overcome any challenge. There are no limits. She can be anything. She can do anything. Help her build a lifetime of skills and confidence. Buying Girl Scout Cookies is about more than just handing over money for a box. It's about the skills a girl gains from interacting directly with you. It's about the experience of running her own cookie business and working with others. And it's why they encourage you to buy your cookies from a Girl Scout—the Cookie Professional!—and not her parents. Your purchase means you get tasty cookies—and a girl learns skills that last a lifetime. These PSA's ran 48 times on KWGL, KZKS, and KAYW during the month of February.

Bullying

These 30 second Stop the Bullying PSA's aired to encourage and empower parents with the tools they need to talk to their child about being more than a bystander, The Ad Council has launched a PSA campaign on behalf of federal government, non-profit, media and corporate communities. Through this collaboration, the campaign will raise awareness about the seriousness of the issue and highlight simple, yet powerful actions children can take when they witness an act of bullying, like tell a trusted adult or help the person being bullied get away from the situation. Parents are directed to TheBullyProject.com/parents and StopBullying.gov where they can hear advice from experts, students and other parents on how to empower their children to be more than a bystander and help stop bullying nationwide. For the fourth quarter these PSA's aired on KAVP 7 times, 5 times on KRGS, on KWGL 20 times, KZKS 5 times, and on KRVG 2 times.

Pet Adoption

Pet adoption is on the rise since the campaign's 2009 launch. Currently, 29% of dogs and 33% of cats in American homes were adopted from shelters or rescue groups, and encouraging statistics show that euthanasia of shelter pets is down 12% since 2009. However, 2.7 million healthy and treatable pets still need our help in finding a home each year. Bringing that number all the way to zero is the goal of "The Shelter Pet Project" campaign, which aims to encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals. The television, radio, print, outdoor and Web public service ads direct audiences to visit www.theshelterpetproject.org, where they are able to search for a pet from a local shelter or rescue group, read adoption success stories and learn valuable information about pet adoption. The current phase of the campaign showcases the bond that exists between a person and his shelter pet, and encourages potential pet owners to adopt from shelters and rescue groups by explaining that, "The only way to find out how amazing shelter pets really are is to meet one." These 30 and 60 second PSA's were aired on KRGS 18 times, 6 times on KZKS, on KAVP 9 times, KRVG 13 times, and on KWGL 44 times during the fourth quarter.

Unemployment

These 60 second PSA's are to inform that more than 11.3 million American are currently unemployed, according to the U.S. Department of Labor. Did you know that by donating clothing and household items to Goodwill® you could help create jobs in your own community? The new English and Spanish multimedia "Job Training & Employment" campaign aims to inspire audiences to become job creators in their communities by donating their clothing and household items to Goodwill. After these items are donated, Goodwill sells them and uses the revenue to provide job training, employment placement services and other community programs. In 2012, nearly 217,000 people in the United States and Canada obtained meaningful employment as a direct result of Goodwill career services programs. With the simple and informative tagline "Donate Stuff. Create Jobs.", the campaign provides a deeper understanding of the impact their donations have on their community. All PSAs direct audiences to visit www.Goodwill.org to find their local donation center. During the fourth quarter they ran on KAVP 106 times, on KZKS 22 times, 35 times on KRGS, on KWGL 20 times, and 12 times on KRVG.

Discover The Forest

This PSA campaign aims to inspire tweens (aged 8-12) and their parents to re-connect with nature, experiencing it first-hand. The campaign brings to life the joy and excitement kids have when they discover the wonders of nature, helping create interest in their environment and a lifelong relationship with it. Nature gives teens the ability to explore, use their imagination, discover new animals and plants, and engage in adventurous play. Being in nature frees them from their crazy, scheduled days and offers the ability to get lost in something totally unmanaged, unexpected and utterly surprising. Nature instills a peace and calmness that they can't experience in their daily lives, and the more they discover the natural world around them, the more they will feel connected to the world and better understand their relationship to it. The Forest Service is an agency of the U.S. Department of Agriculture, established in 1905. The Forest Service manages public lands in national forests and grasslands, which encompass 193 million acres. Their mission is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations. The Ad Council is a private, national non-profit organization that marshals talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to produce, distribute and promote public service campaigns on behalf of non-profit organizations and government agencies in issue areas such as improving the quality of life for children, preventative health, education, community well-being, environmental preservation, and strengthening families. These 60 second spots aired 290 times on krgs, 226 on kavp, 58 on krvg, 175 on kwgl and 111 on kzks all quarter.

Parenting-Dad's

86 percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent.

These PSAs are reaching out to all fathers to inspire and support men in their commitment to responsible fatherhood. The PSAs communicate to fathers that their presence is essential to their children's well-being. The tagline "Take time to be a dad today" is part of an ongoing effort to encourage dads to play an active role in their children's lives. The campaign also serves as a resource for fathers by providing the information they need to become more involved with their kids.

Audiences are directed to visit www.fatherhood.gov or call 1-877-4DAD411 for parenting tips, fatherhood programs, and other resources. Sponsors are [U.S. Department of Health and Human Services' Office of Family Assistance](#) [National Responsible Fatherhood Clearinghouse](#)

These 60 second spots aired all quarter 69 times on kzks, 100 on kwgl, 53 on krvg, 343 times on kavp and 240 on krgs.

GED

More than 35.7 million adults ages 18-64 do not have a high school diploma. Data shows that students who drop out of high school tend to earn less, perform less well in society, and have a lower quality of life.

Many of these adults lacking a high school diploma must work multiple jobs just to support their family. Without a GED® Diploma, they get the lowest paid and the least stable jobs, and while they know they need to get their GED® Diploma, what they really need are simple directions on how to get started. This campaign shows viewers that they can get the encouragement they may need to get their GED® diplomas at yourged.org or by calling 1-877-38-YOURGED. There they can find local GED® programs, information on the GED® process, and real, inspirational stories. In addition, the campaign features entertaining "Pep Talks" from celebrities offering different levels of motivation to the viewers, reiterating that they can get whatever push they may need to take the first steps towards their GED®. These 60 second spots aired 226 times on kavp, 29 on krvg, 90 on kwgl and 65 on kzks.

High School Drop-out Prevention

Chronic absenteeism, missing 10% (just 18 days) or more of school for any reason, is a critical warning sign that a student will fall behind and risk not graduating high school. Nationwide, as many as 7.5 million students miss nearly a month of school every year. That's 135 million days of lost time in the classroom. In some cities, as many as one in four students are missing that much school.

Though all parents want their children to succeed, they often have misconceptions on the importance of attendance. They believe: "Attendance really only matters in high school. Excused absences won't hurt a child's academic performance. Consecutive absences can make a child fall behind academically but one or two here and there will not make a difference."

The goal of the Boost Attendance campaign is to raise awareness about the importance of consistent school attendance and the impact absences can have on academic outcomes. Through the campaign website www.BoostAttendance.org, parents will be able to sign up for a free SMS based mobile text program that will help keep track of their child's absences and show the impact those absences can have on the student's math and reading scores and likelihood to graduate. The website also provides parents with information and resources to help ensure their children are in school every day. Sponsors are US Army and Publicis Kaplan Thaler. These 60 second spots aired all quarter 64 times on KZKS, 90 ON KWGL, 29 ON KRVG AND 225 TIMES ON KAVP.