

October 9, 2017

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 second quarter we aired 182 crime reports for Garfield County and 91 for Mesa County.

### **Relationship Abuse:**

A majority of today's teens has mobile phones and uses them to talk to friends, send text messages, and post to social networking sites. But use of this technology creates new challenges for teens, particularly as they develop intimate relationships. One of those challenges is learning to recognize digital dating abuse. Digital dating abuse can include persistent and unwanted calls or text messages, breaking into email or social networking accounts, or being pressured to send private or embarrassing photos or videos.

Just how big is this problem? According to a Technology and Teen Dating Abuse Survey conducted by Teen Research Unlimited in 2007, one in three teens says they have been text messaged 10, 20 or 30 times an hour by a partner wanting to know where they are, what they are doing, or whom they are with. One in four teens in a relationship has been called names, harassed, or disparaged by their partner via calls and text messages.

That's why the Ad Council, in partnership with the Family Violence Prevention Fund and the Department of Justice's Office on Violence against Women, launched "That's Not Cool," a national public service advertising campaign designed to help teens identify digital dating abuse and take steps to prevent it. In addition to traditional media, the campaign—created pro bono by R/GA—uses web-based ads and posters in schools and malls to connect with teens where they hang out, online and off. PSAs direct teens to visit, [ThatsNotCool.com](http://ThatsNotCool.com), where they can find tools to help them determine for themselves what acceptable relationship behavior is and connect with other teens to share their experiences. An ambassador program encourages teens to get involved in raising awareness about digital dating abuse in their schools and communities.

These 30 and 60 second PSA's ran 2 times on KWGL, 0 times on KRVG, 11 times on KRGS, 27 times on KAVP, and 25 times on KZKS/KAYW.

### **Adoption from Foster Care**

There are 415,000 children in the US foster care system. Of those children, 108,000 are awaiting adoption.

Since 2004, the campaign has consistently delivered the message that "You don't have to be perfect to be a perfect parent." Using a humorous angle to communicate the seemingly challenging task of adopting a child from foster care, the PSAs reassure prospective parents that even if not "perfect," they have the ability to provide the stability and security that children in foster care need and deserve. The latest series of PSAs in this award-winning campaign ask prospective parents to consider adopting teens from foster care, as older youth are over represented in the foster care population, as they generally wait longer to be adopted.

The new PSAs portray humorous scenarios that reaffirm the campaign's notion that being an imperfect parent is "perfectly normal." The PSAs reveal this through special bonding moments such as

a loving father as he tries to support and console his teenage daughter during her first breakup, and a resourceful mother who tries different methods of remedying her son's hair cut gone wrong. These new PSAs illustrate to potential parents that teens in foster care don't need perfection; they need the commitment and love a permanent family can provide. Audiences are directed to visit [AdoptUSKids.org](http://AdoptUSKids.org) or call 888-200-4005 for current, accurate information about the foster care system and the adoption process.

These 60 second PSAs were aired 7 times on KWGL, 14 times on KRVG, 51 on KRGS, 131 on KAVP, and 81 times on KZKS/KAYW.

### **Pet Adoption:**

Pet adoption is on the rise since the campaign's 2009 launch. Currently, 29 percent of dogs and 33 percent of cats in American homes were adopted from shelters or rescue groups, and encouraging statistics show that euthanasia of shelter pets is down 12 percent 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 [theshelterpetproject.org](http://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 ran 7 times on KWGL, 8 times on KRVG, 34 times on KRGS, 41 times on KAVP, and 28 times on KZKS/KAYW.

### **Bullying:**

In order 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 visit [TheBullyProject.com/parents](http://TheBullyProject.com/parents) and [StopBullying.gov](http://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.

These 30 and 60 second PSA's ran 2 times on KWGL-FM, 7 times on KRVG, 25 times on KRGS, 54 times on KAVP and 38 times on KZKS/KAYW.

### **Addiction Support**

Over 45 million Americans are directly impacted by addiction. Addiction is the leading cause of death for people under the age of 30 and since 2013, addiction related deaths have increased by 6.5%. Most people don't look for resources because they can't admit to their struggles and friends and family often don't know what they can do to help.

Using powerful stories that portray the modern faces of addiction, the "Listen" campaign speaks to the friends and family of those struggling with addiction, encouraging them to listen and start the conversation about addiction with their loved ones, driving them to tips and resources housed on the campaign's microsite, [heretolisten.com](http://heretolisten.com).

These 30 and 60 second PSA's ran 0 times on KWGL-FM, 4 times on KRVG, 17 times on KRGS, 23 times on KAVP and 20 times on KZKS/KAYW.

