

KAFM Quarterly Issues Report: Oct-Dec 2022 4th Qtr

Issue	Title	Date	Duration	Description
*Smokey Bear – Ashes 7081	SPONSORS Ad Council and U.S. Forest Service, National Association of State Foresters		30second spot Aired 4 times during the quarter	<p>For more than 75 years, Smokey Bear has protected our forests and promoted wildfire prevention. His powerful message, “Only you can prevent wildfires,” is at the heart of America’s longest-running PSA campaign.</p> <p>Smokey’s message remains relevant today, as nearly nine out of ten wildfires nationwide are caused by humans and can be prevented. Additionally, during these unprecedented times, spending time outdoors has never felt more valuable. Whether we’re passing the time in public lands or in our own backyards, we all have a role to play in keeping our safe places safe by acting responsibly and doing our part to help prevent wildfires.</p> <p>For tips on safe recreation, visit BeOutdoorSafe.org and for more information on wildfire prevention, visit SmokeyBear.com.</p>
*Ace Your Retirement 7079	Ad Council and AARP		30 sec, aired 4 times during quarter	<p>America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity.</p> <p>People 50 and older are the fastest growing age segment in America, and they can expect to pay for a longer retirement. Yet nearly seven in 10 Americans approaching retirement having less than a year’s income saved.</p> <p>Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. The campaign directs viewers to a three-minute online chat with Avo, a friendly digital retirement coach. After completing the chat, viewers receive a personalized retirement savings action plan with free tips to help them take charge of their financial futures today.</p>

<p>*Hunger Prevention 7084</p>	<p>SPONSORS Feeding America</p> <p>AGENCIES Grey New York, Leo Burnett, Ad Council Content Studio, McCann NY, 360i</p>		<p>This 30 second PSA played 357 times during the quarter.</p>	<p>In 2020, 1 in 5 people turned to the charitable food sector for help. The pandemic presented a perfect storm with long-lasting impacts: disruptions to the supply chain and increased need for help. This year, 34 million people (1 in 10) including 9 million children (1 in 8), may experience food insecurity. The lingering effects of the pandemic and increasing food prices are adding to the stress on food banks and forcing families whose budgets are tight to turn to food banks to make ends meet.</p> <p>As the largest hunger-relief organization in the U.S., Feeding America is working to make sure people have enough food to realize their potential. The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies. PSAs encourage audiences to visit FeedingAmerica.org to learn more about how they can help families in need.</p>
<p>*RTPO Planning Transportation 7083</p>	<p>KAFM and The Grand Valley Transit</p>		<p>30 secs, aired 88 times during quarter</p>	<p>Mesa County provides the Regional Transportation Planning Office (RTPO) as the staff compliment for regional transportation issues covered by the Grand Valley Regional Transportation Committee (GVRTC).</p> <p>Why is it important?</p> <p>Transportation helps shape Mesa County's economic health and quality of life. Not only does the transportation system provide for the mobility of</p>

				<p>people and goods, it also influences patterns of growth and economic activity by providing access to land.</p>
<p>*Buzzed Driving 7085</p>	<p>SPONSORS National Highway Traffic Safety Administration (NHTSA) AGENCIES NBC Universal, Wordsworth & Booth, Ad Council Creative Studio, Block and Tackle, Advisors, INTEG, HYFN</p>		<p>30 secs, aired 348 times during quarter</p>	<p>The Ad Council has focused on drunk driving prevention since 1983, with the release of the now-classic “Friends Don’t Let Friends Drive Drunk” campaign. As the idea of a designated driver became the cultural norm, but alcohol-related driving fatalities began to increase, we recognized the need for a new approach. In 2005, we refreshed our classic campaign with a new message: “Buzzed Driving is Drunk Driving.”</p> <p>The most recent iteration of the Buzzed Driving Prevention campaign effort prompts young men 21 to 34 to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel by reminding them: If you need to do something to make yourself feel okay to drive, you're not okay to drive.</p>
<p>*Discover the Forest – Best things are found in nature 7080</p>	<p>SPONSORS Ad Council and U.S. Forest Service, National Association of State Foresters</p>		<p>This 30 second PSA played 4 times during the quarter.</p>	<p>Spending time in nature provides numerous benefits for families, presenting both bonding opportunities and the chance to instill a lifelong love for the outdoors. The Discover the Forest campaign, a public service campaign created by the Ad Council in partnership with the U.S. Forest Service, encourages parents of tweens to experience the outdoors with their family to strengthen their connection with nature and each other. By exploring local parks and forests, parents and caregivers make the forest part of their family’s story, and introduce their children to an environment where imagination thrives and memories are made.</p> <p>Campaign Sponsors</p>

				<p>USDA Forest Service 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. For more information, visit us on the web at www.fs.fed.us</p>
*Community Affairs	Monday through Thursday		1 hour 4 days a week 52 weeks a year.	Every day Monday Through Thursday we focus on what's happening in Mesa County, from the art center to financial and legal help for the community.
*Veterans Crisis – Frog & Boiling Water 7082	Ad Council & VA.Gove/Reach		30 secs, played 4 times in the 4th quarter.	Stressful life events like divorce, job loss, or housing troubles can be risk factors for suicide. Among Veterans, these challenges can be compounded by stigma around seeking help. But there is hope – resources are available and suicide is preventable. The “Don’t Wait, Reach Out” campaign encourages Veterans to reach out for help before their challenges become overwhelming or reach a crisis point. If you or a Veteran you know needs support, find resources at VA.gov/Reach.