

KAFM Quarterly Issues Report: April - June 2021

Issue	Title	Date	Duration	Description
Buzzed Driving is Drunk Driving	<p>SPONSORS National Highway Traffic Safety Administration (NHTSA)</p> <p>AGENCIES Ad Council Content Studio, Wordsworth & Booth, Cog NYC, Advisors, INTEG, NBCU Creative Innovation Agency, HYFN, OMD NY</p>	2nd Qtr **	15 seconds Aired 54 times during the quarter	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.
Family like Yours....	Drug Abuse	2nd Qtr **	15sec, aired 114 times during quarter	This PSA focuses on drug abuse and how it affects the nuclear family. Written by two experts on drug rehabilitation, it uses actual case material to illustrate the signs and stages of drug abuse, how drug use affects both the drug-abusing individual and his or her family, and various alternatives to treatment. While most of the content is not new, the book's focus on how drug abuse can affect the family makes it a unique contribution. It is clearly written and should be of value to anyone interested in this urgent problem.
Alzheimers	The Cure for Alzheimers	2nd Qtr **	15 secs, aired 158 times during the qtr.	Alzheimer's is the sixth leading cause of death in the US and is the country's most expensive disease, with care for it and other forms of dementia costing more than \$250 billion this year. There are currently 6 million people in the U.S. with Alzheimer's and nearly 50 million worldwide, and this is expected to triple in the next 30 years.
Sharefest	Community Helping Community, an annual event	2nd Qtr **	15 secs, aired 64 times during quarter	Since 1993 Participating churches and their volunteers decide which day(s) they are going to serve, Saturday or Sunday, during ShareFest Weekend.

				Volunteers get together in groups, adopt a project, and choose a team leader who, with someone else, visits the project site to evaluate the project and to have the homeowner sign all waivers and releases. The group leader then works with the volunteers to set the time they will meet, determine tools and supplies needed, and prepare any other logistics for the project.
Gun Safety	Storing Guns Safely	2nd Qtr **	15 secs, aired 19 times during qtr	<p>The End Family Fire campaign highlights the importance of safe gun storage and introduces the term “family fire,” giving a name to any shooting that involves an improperly stored or misused gun found in the home. Unintentional shootings, suicide, and intentional shootings are all forms of family fire.</p> <p>With about 43 percent of U.S. adults living in a household where there is a firearm, family fire is an issue that affects communities across the country. Now, more than ever, storing guns safely – locked, unloaded, and separately from ammunition – can keep our families and communities safe.</p> <p>To best protect your loved ones – store guns safely.</p>
SDMO	Slow Down Move Over 501©3	2nd Qtr **	30 Sec aired 19 times in the qtr	Join SDMO for a charity yard sale April 16-18 to raise funds to promote slow down move over it’s the law. SDMO is a non profit that

				promotes the awareness and importance of the law to save lives.
Eviction Moratorium	Eviction Moratorium in Colorado	2nd Qtr ***	30 secs, aired 2 times in the qtr	Promoting the eviction moratorium during COVID outbreak
Feeding America Releases New "I am Hunger In America" PSA	Hunger PSA	2nd Qtr **	30 secs, aired 176 times	Feeding America is the nation's largest domestic hunger-relief organization. Thanks to donations and support from businesses, government organizations and individuals like you, the Feeding America network of food banks, pantries and meal programs serve virtually every community in the United States — 40 million people, including 12 million children and 7 million seniors.
Community Affairs Hours	Monday through Thursday	2nd Qtr **	1 hour 4 days a week	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.