

KAFM Quarterly Issues Report:Oct-Dec 2021

Issue	Title	Date	Duration	Description
AARP Care	Taking Care of the Parents booklet	4th Qtr 2021	15 seconds ran 133 times during the quarter	AARP® Helps You Take on All of Life's Changes Coming Your Way. Take on Life's Changes! Get Caregiving Support from AARP to Take Care of the Parents. Take on Life's Changes!
How to show homes during the lockdown	House Talk	Monthly	15 mins	Monthly segment all about home ownership hosted by local real estate agents
Sustainable recycling	Going Green	Monthly	15 mins	NEW monthly show about topics of conservation with a local focus
Alzheimers	Early Detection	4th Qtr 2021	15 sec ad ran 137 time in the qtr	Using real stories, the goal of "Hopeful Together," created in partnership with the Alzheimer's Association, is to spread awareness of the benefits of getting an early diagnosis and encourages open communication between loved ones about cognitive health. An early diagnosis can give you and your family more time to plan together, allows participation in care decisions, you and your family will be able to review and update legal documents, discuss finances and property, and identify your care preferences.
Pandemic precautions on buses	Mobile Mesa County	Monthly	15 mins	Monthly segment hosted by the Mobility Manager of the county govt.
Child Car Safety	NHTSA & Ad Council	4th Qtr 2021	15 sec ad ran 108 times in the wtr	Motor vehicle crashes are a leading cause of death for children under 13. This campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding them of the importance of getting the big stuff, like car safety, right. To ensure parents and caregivers are properly securing their children in the best car seat restraint for their age and size, they can visit NHTSA.gov/TheRightSeat

News for businesses regarding reopening of the economy	Business Beat	Monthly	30 mins	Normally monthly, currently weekly: Hosted by ED of the GJ Economic Partnership
Local Arts scene	State of the Arts	Monthly	30 min	Monthly program covering all types of the Arts, with a local focus
Suicide Prevention	KAFM and KREX TV	Qtrly	15 secs 377 times in 4th qtr	Local TV celebs talk about talking, call the hotline, life is hard and people are here to talk.
Emergency Preparedness	Ad Council and FEMA	Qtrly	15 secs ran 105 times in 4th qtr	<p>In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for all Americans, regardless of background or location, to prepare for natural disaster. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan.</p> <p>Since 2003, our campaign has empowered individuals, families, small businesses, and communities to prepare for both natural and man-made disasters. "Ready" recommends taking four steps towards preparedness:</p> <ol style="list-style-type: none"> 1. Be informed about the different types of emergencies that could occur and their appropriate protective actions. 2. Make a family emergency plan including information on how to reconnect and reunite. 3. Build emergency supply kits to ensure you're prepared whether you're at home, at work, or in the car. 4. Get involved by finding opportunities to support community preparedness. <p>The Ready campaign now includes PSAs developed specifically for a Latino audience, in addition to the general market work that encourages, educates, and empowers families to develop their own emergency preparedness plans by visiting Listo.gov/plan or Ready.gov/plan.</p>
Diabetes Prevention	Ad Council, CDC, AMA	4th Qtr	15 secs ran 107 times in	More than one in three American adults have prediabetes and are at high risk of developing type 2

			4th qtr	<p>diabetes —a serious health condition that can lead to a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes don't know they have it. Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed.</p> <p>These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting DolHavePrediabetes.org to learn more about prediabetes.</p>
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