

KAFM Quarterly Issues Report: Jan-Mar 2023 1st Qtr

Issue	Title	Date	Duration	Description
Distracted Driving	<p>SPONSORS Alma, Pereira O'Dell, Tongal, Project Yellow Light, Ad Council, NHTSA</p>		<p>15 second spot Aired 333 times during the quarter</p>	<p>Messaging while driving—whether sending a text, commenting on a photo, or connecting with friends via an app—is dangerous. But even though 94% of Americans recognize it's dangerous to send a text while driving, and 91% recognize it's dangerous to read one, many people still do it.</p> <p>To address the disconnect between awareness and behavior, our campaign addresses the fact that people are personally engaging in a behavior that they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving.</p>
High Blood Pressure	<p>Ad Council, American Heart Association (AHA), American Medical Association (AMA)</p>		<p>15 sec, aired 354 times during quarter</p>	<p>Nearly half of all American adults have high blood pressure, yet only about 1 in 4 individuals have their condition under control. Because of the pandemic and persisting health inequities, there is an exacerbated high blood pressure impact on communities of color, particularly for Black, Hispanic/Latine, and Native American adults.</p> <p>The "Get Down With Your Blood Pressure" campaign teaches adults that self-monitoring their blood pressure is as easy as 4 simple steps: get it, slip it, cuff it, check it. Along with talking to your health care provider on a blood pressure management plan, taking these steps can decrease the incidence of stroke, heart attack, and heart failure.</p>

<p>*Fatherhood</p>	<p>Sponsors: AARP & The Ad Council</p>		<p>This 15 second PSA played 314 times during the quarter.</p>	<p>What is #Dadication? It's just like dedication but it means that as a father, you never stop being a dad. There's no one right way as long as you show up for your kids, even when it's not so easy.</p> <p>The Fatherhood Involvement campaign PSAs highlight the diverse experiences of real dads who share a commitment to being there for their kids through parenting highlights and challenges. By acknowledging the hard work they put forth in the face of hardships, the campaign seeks to provide all fathers with confidence to keep going in their efforts to be present for their children.</p> <p>All PSAs direct audiences to visit Fatherhood.gov for parenting tips, fatherhood programs, and other resources.</p>
<p>Caregiving-Mental Health & Support 7092</p>	<p>AARP & The Ad Council</p>		<p>30 secs, aired 80 times during quarter</p>	<p>There are 48 million unpaid family caregivers in the United States. Most caregivers are family members or friends who are working, managing their own families and caring for their loved ones at the same time. For many, the caregiving role doesn't start all at once—it starts with simple things like scheduling a doctor's visit or helping with daily errands, then gradually expands until it becomes a major commitment. On average, caregivers provide 23 hours of care a week, the equivalent of an unpaid, part-time job.</p> <p>Since 2011, we have encouraged caregivers to care not only for their loved ones, but also for themselves. To date, the campaign has targeted several audiences: general market women age 40 to 60, male caregivers age 35 to 60, and</p>

				<p>Hispanic/Latino and African American/Black caregivers with an emphasis on women ages 35 to 60.</p> <p>The campaign directs viewers to AARP's Family Caregiving site, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance, and more.</p>
*Hunger 7090	<p>SPONSORS Feeding America</p> <p>AGENCIES Grey New York, Leo Burnett, Ad Council Content Studio, McCann NY, 360i, Colle McVoy</p>		15 secs, aired 306 times during quarter	<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>
Solar United	SUN		This 30 second PSA played 236 times during the quarter.	<p>The first Mesa County Solar Co-op signed up 220 families and small businesses. 68 of those members installed 440 kW of rooftop solar, investing \$1.5 million into the local economy. Those 68 households are anticipated to see a combined total of \$2.2 million in savings over the lifetime of their</p>

				<p>systems.</p> <p>The solar co-op is free to join for any Mesa County resident or small business. Joining is not a commitment to purchase panels. Once the group is large enough, it will solicit competitive bids from area solar installers. Co-op members will select a single company to complete all of the installations. They will then have the option to purchase panels individually based on the installer's group rate. All residents and small business owners who reside in Mesa County and are interested in joining the co-op can sign up at solarunitedneighbors.org/mesa-county.</p> <p>About Solar United Neighbors</p> <p>Solar United Neighbors is a nonprofit organization that works in Minnesota and nationwide to represent the needs and interests of solar owners and supporters. Solar co-ops are part of the organization's mission to create a new energy system with rooftop solar at the cornerstone. Solar United Neighbors holds events and education programs to help people become informed solar consumers, maximize the value of their solar investment, and advocate for fair solar policies.</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.