

10-8-14

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.

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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. The 30 second Garfield county crime stoppers aired 9 times on KRVG. The 60 second Mesa county crime stoppers aired 83 times on KZKS/KAYW.

**Pet Adoption:**

In February 2009, the Shelter Pet Project announced the launching of their national campaign to bring awareness to pet adoption from shelters or rescue programs rather than from breeders or large corporation pet stores. Only 33% of cats and 29% of dogs are currently being adopted from shelters/rescue programs, while millions are being put down for being "unwanted", as most people believe there is something wrong with animals that are in shelters. The Shelter Pet Project is a combined effort of the Humane Society of the United States, Maddie's Fund, and the AdCouncil. The PSA's were created by DraftCB and feature the playful personalities of different real-life adopted shelter animals. Listeners are directed to PetFinder.com to find a pet to rescue. These 30 second PSA's ran 7 times on KZKS/KAYW, 23 times on KAVP, 15 times on KRVG, 34 times on KWGL, and 117 times on KRGS during the third quarter.

**Angry Robot-- Abusive Texting:**

One in four teens have reported to have been called names, harassed, or put down their romantic partners via text messaging and/or phones calls. The PSA's are a robotic voice sending what start out to be harmless text messages. However, the texts shift to having an angry and controlling demeanor, wanting to know why the person isn't responding and what exactly they are doing. Unfortunately, most teens do not realize that these can be signs of an abusive relationship because they brush it off as their partner simply being annoying or caring a lot about them. The Family Violence Prevention Fund, partnered with the Office of Violence Against Women, have created these PSA's to try to help teens recognize abuse within their relationships and give them the tools needed to initiate a conversation about it. Listeners are directed to ThatsNotCool.com for more information. These 60 second PSA's ran 25 times on KZKS/KAYW, 109 times on KAVP, 9 times on KRVG, 15 times on KWGL, and 54 times on KRGS during the third quarter.

### **Asthma:**

Currently seven million children in the United States have been diagnosed with asthma. Two-thirds of these children will have a severe asthma attack within the year. Sponsored by noattacks.org, the EPA, and the Ad-Council, these PSA's provide tips on how to eliminate specific triggers for those suffering from asthma. For example, airborne allergens can trigger an asthma attack so they encourage parents to get their child on antihistamines to prevent this. The PSA's also point out other triggers such as low levels of particulate matter, pollution within the Ozone, and carbon monoxide in the air can also worsen asthma. These particular PSA's this quarter specifically targeted in-house mold/mildew along with keeping your house and your car smoke-free, to help prevent asthma attacks. Parents and guardians are encouraged to visit noattacks.org for more information. These 30 second PSA's ran 29 times on KZKS/KAYW, 124 times on KAVP, 20 times on KRVG, 40 times on KWGL, and 134 times on KRGS during the third quarter.

### **DUIs and RADD:**

Drunk driving has always been a constant problem in the United States. In 2012 alone, 10,322 people died in drunk driving related crashes, roughly 51 people per minute. In 1992 the campaign "Friends don't let friends drive drunk" was released, but was ultimately ineffective. People didn't believe that the message was relevant to them because they didn't believe they were technically "drunk" when they got behind the wheel, they were just "buzzed". These new PSA's focus on the ultimate financial cost of driving under the influence and stress that buzzed driving is in fact drunk driving. The over all cost of getting pulled over for a DUI in roughly \$10,000 in fines and legal fees. The ad-council, national highway traffic safety administration, US Department of Transportation, the National association of Broadcasters, and R.A.D.D came together to create these modern PSA's that will hopefully appeal to the audiences. R.A.D.D is an internationally recognized non-profit organization that empowers celebrities and media partners to create positive attitudes about road safety. Founded in 1986, RADD advocates the use of designated drivers, seatbelts and safe driving through control behind the wheel, making responsible behavior the norm. RADD's messages are non-judgmental, hip and positive. These 30 and 60 second PSA's ran 87 times on KZKS/KAYW, 376 times on KAVP, 64 times on KRVG, 46 times on KWGL, and 493 times on KRGS during the third quarter.

### **Children Oral Health**

According to a survey released by the Ad Council today less than half (44%) of parents in the U.S. report that their child brushes their teeth twice a day or more. In time for back-to-school season, the Ad Council is joining The Partnership for Healthy Mouths, Healthy Lives, a coalition of more than 35 leading dental health organizations, to debut Kids' Healthy Mouths, their first joint national multimedia public service campaign designed to teach parents and caregivers, as well as children, about the importance of oral health and the simple ways in which they can help prevent oral disease.

Dental decay is the most common chronic childhood disease with more than 16 million kids suffering from untreated tooth decay in the U.S. The mouth is the gateway to a person's overall health, and an unhealthy mouth can be associated with obesity, diabetes and even heart disease. In the U.S., oral disease causes kids to miss 51 million school hours and their parents to lose 25 million work hours annually. Additionally, oral disease disproportionately affects children from low-income families and these children have almost twice the number of

decayed teeth that have not been treated by a dentist as compared to others in the general population.

Created pro bono by ad agencies Grey Group and Wing in New York, the new Kids' Healthy Mouths public service campaign is aimed at parents and caregivers throughout the U.S., particularly low-income families, and stresses the importance of brushing for 2 minutes twice a day.

According to the Ad Council survey released today, 60% of parents with children ages 12 or younger report that they do not regularly help their child brush their teeth or check to make sure they've done a good job. Additionally, close to one-third (31%) report arguing with their kids at least once a week about brushing their teeth. Parents also report that, on average, their child wastes over two hours each day on things that are silly or unnecessary, such as playing video games, texting, or watching an online video. The new campaign notes that some of this time could instead be focused on improving their oral health. These 30 second PSA's aired 3 times on KZKS/KAYW, 7 times on KAVP, 5 times on KRVG, 11 times on KWGL, and 38 times on KRGS during the third quarter.

### **Recycling: "I Want to Be" Campaign**

The "I Want to Be" campaign uses a combination of emotional storytelling and real-world examples to address the alarming fact that most of the trash Americans produce is actually recyclable. Television and radio PSAs highlight how everyday trash can be transformed into amazing things like bicycle frames, park benches and even football stadiums. They utilized corporate partnerships to place the campaign messages directly on packaging and show people how the products they love have the potential to live on as new bottles, cans, bikes and more. Through their partnership with the Ad Council and Keep America Beautiful, they look forward to fulfilling the promise of making America a world leader in recycling. These 60 second PSA's ran 25 times on KZKS/KAYW, 109 times on KAVP, 9 times on KRVG, 15 times on KWGL, 38 times on KRGS, and 53 times on KRGS during the third quarter.

### **Active Kids**

Over the past three decades, childhood obesity rates in America have tripled, and today, nearly one in three children in America are overweight or obese. The numbers are even higher in African American and Hispanic communities, where nearly 40% of the children are overweight or obese. If we don't solve this problem, one third of all children born in 2000 or later will suffer from diabetes at some point in their lives. Many others will face chronic obesity-related health problems like heart disease, high blood pressure, cancer, and asthma. *Let's Move!* is a comprehensive initiative, launched by the First Lady, dedicated to solving the challenge of childhood obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams. Combining comprehensive strategies with common sense, *Let's Move!*, partnered with the Ad-Council, is about putting children on the path to a healthy future during their earliest months and years. Giving parents helpful information and fostering environments that support healthy choices. Providing healthier foods in our schools. Ensuring that every family has access to healthy, affordable food. And, helping kids become more physically active. These 30 second PSA's ran 2 times on KZKS/KAYW 7 times on KAVP, 6 times on KRVG, 11 times on KWGL, and 39 times on KRGS during the third quarter.

## **Wildfires**

Nearly 70,000 communities nationwide are at risk from wildfire, according to the National Association of State Foresters. For the last 12 years an average of 6.9 million acres burned each year. Wildfires put lives at risk and cost government, businesses and individuals billions of dollars each year in suppression costs and damage to homes, infrastructure, the economy and resources. A single ember that escapes from a wildfire can travel over a mile. New PSAs created *pro bono* by Drafftcb highlight the risk these embers pose to homes, structures and communities and remind audiences that you can't control where an ember will land, but you can control what happens when it does. Community members are encouraged to take simple, proactive steps to protect their families and neighbors by preparing in advance and addressing the wildfire hazards around their homes and in their communities. The Ad Council has partnered with the U.S. Forest Service and Drafftcb for more than 69 years to address the issue of wildfire prevention through the iconic character Smokey Bear and his famous "Only You Can Prevent Wildfires" tag-line. These 30 and 60 second PSA's ran 76 times on KZKS/KAYW, 335 times on KAVP, 34 times on KRVG, 59 times on KWGL, and 201 times on KRGS during the third quarter.