

January 5, 2017

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.

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, 60 seconds in length. In the third quarter we aired 63 crime reports for Garfield county and 35 for Mesa county.

Pet Adoption:

Pet adoption is on the rise since the campaign's 2009 launch. Currently, 29 percent of dogs and 33 percent of cats in American homes were adopted from shelters or rescue groups, and encouraging statistics show that euthanasia of shelter pets is down 12 percent since 2009. However, 2.7 million healthy and treatable pets still need our help in finding a home each year. Bringing that number all the way to zero is the goal of "The Shelter Pet Project" campaign, which aims to encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals.

The television, radio, print, outdoor and web public service ads direct audiences to visit theshelterpetproject.org, where they are able to search for a pet from a local shelter or rescue group, read adoption success stories and learn valuable information about pet adoption. The current phase of the campaign showcases the bond that exists between a person and his shelter pet, and encourages potential pet owners to adopt from shelters and rescue groups by explaining that, "The only way to find out how amazing shelter pets really are is to meet one." These 30 and 60 second PSA's ran 19 times on KWGL, 9 times on KRVG, 76 times on KRGS, 84 times on KAVP, and 40 times on KZKS/KAYW.

Relationship Abuse:

A majority of today's teens has mobile phones and uses them to talk to friends, send text messages, and post to social networking sites. But use of this technology creates new challenges for teens, particularly as they develop intimate relationships. One of those challenges is learning to recognize digital dating abuse. Digital dating abuse can include persistent and unwanted calls or text messages, breaking into

email or social networking accounts, or being pressured to send private or embarrassing photos or videos.

Just how big is this problem? According to a Technology and Teen Dating Abuse Survey conducted by Teen Research Unlimited in 2007, one in three teens says they have been text messaged 10, 20 or 30 times an hour by a partner wanting to know where they are, what they are doing, or whom they are with. One in four teens in a relationship has been called names, harassed, or disparaged by their partner via calls and text messages.

That's why the Ad Council, in partnership with the Family Violence Prevention Fund and the Department of Justice's Office on Violence against Women, launched "That's Not Cool," a national public service advertising campaign designed to help teens identify digital dating abuse and take steps to prevent it. In addition to traditional media, the campaign—created pro bono by R/GA—uses web-based ads and posters in schools and malls to connect with teens where they hang out, online and off. PSAs direct teens to visit, ThatsNotCool.com, where they can find tools to help them determine for themselves what is acceptable relationship behavior and connect with other teens to share their experiences. An ambassador program encourages teens to get involved in raising awareness about digital dating abuse in their schools and communities. These 30 and 60 second PSA's ran 1 time on KWGL, 1 time on KRVG, 41 times on KRGS, 39 times on KAVP, and 33 times on KZKS/KAYW.

Heart Disease-Women in Red:

The American Heart Association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. Founded by six cardiologists in 1924, the organization now includes more than 22.5 million volunteers and supporters. They fund innovative research, fight for stronger public health policies, and provide critical tools and information to save and improve lives. Their nationwide organization includes 156 local offices and more than 3,000 employees. We moved our national headquarters from New York to Dallas in 1975 to be more centrally located. The American Stroke Association was created as a division in 1997 to bring together the organization's stroke-related activities.

To improve the lives of all Americans, the AHA provide public health education in a variety of ways. They're the nation's leader in CPR education training. We provide science-based treatment guidelines to healthcare professionals to help them provide quality care to their patients. They also educate lawmakers, policymakers and the public as they advocate for changes to protect and improve the health of our communities. Their volunteer experts select scientific research most worthy of funding – with great results. The association has funded more than \$3.7 billion in heart disease and stroke research, more than any organization outside the federal government. Their primary goal is to improve the cardiovascular health of all Americans by 20 percent, and reducing deaths from cardiovascular diseases and stroke by 20 percent, all by the year 2020.

The "Go Red for Women" campaign focuses on reminding the population that heart disease is not just a male-oriented disease. It's the No. 1 killer of women and is more deadly than all forms of cancer. But there's a leadership role just waiting for women like you to pounce on: Leading the charge to end this deadly foe once and for all. There are a several misconceptions about heart disease in women, and they could be putting you at risk. The American Heart Association's Go Red For Women movement advocates for more research and swifter action for women's heart health for this very reason.

These 30 and 60 second PSA's ran 3 time on KWGL, 1 times on KRVG, 95 times on KRGS, 187 times on KAVP, and 38 times on KZKS/KAYW.

Childhood 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 next year. Sponsored by the Ad Council and the EPA, 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 they encourage parents to get their child(ren) on antihistamines to help prevent this. Also, these radio PSA's attempt to get the attention of the children themselves by featuring a lovable band of puppet characters dubbed "The Breathe Easies." On their website, noattacks.org, the EPA discusses the steps that parents can take to help prevent childhood asthma attacks. These habits, including cleaning up mold and mildew, vacuuming the floor regularly, and not smoking in the house, are simple when you remember them. These 30 and 60 second PSA's ran 2 times on KWGL, 5 times on KRVG, 49 times on KRGS, 36 times on KAVP, and 24 times on KZKS/KAYW.

AARP:

More than half of America's boomer caregivers, ages 40 to 60, need support and help, according to a new survey conducted by AARP and the Ad Council. The survey coincides with the launch of a new multimedia public service advertising (PSA) campaign created to provide information and support to the more than 42 million unpaid caregivers nationwide, many of whom feel isolated and alone in caring for their loved ones. The new *Caregiver Assistance* PSAs, created *pro bono* by ad agency Butler, Shine, Stern & Partners (BSSP), illustrate the physical, emotional and mental strain on caregivers, communicating that there is help and "together we can be stronger."

Family support is critical to the care needed for older adults as they age, but often comes at substantial cost to those providing care. In 2009, there were roughly 42 million unpaid caregivers in the United States, providing an estimated \$450 billion worth of unpaid care to adult and aging relatives and friends. A popular misconception is that family caregivers are paid health professionals, providing full-time care to someone in need of daily help, when in reality, most caregivers are also working and

managing their own families at the same time. In fact, many caregivers are women of the “sandwich” generation, who care for their kids and their aging parents at the same time.

Caregiving is a major commitment and can be complex and highly stressful work. However, because many family caregivers think they are just doing their duty as a daughter or son, a wife or husband or a friend helping out someone they love, they do not identify themselves as caregivers and as a result, feel isolated and do not recognize there are resources to help them.

These 30 and 60 second PSAs ran 0 times on KWGL, 1 time on KRVG, 185 times on KRGS, 376 times on KAVP, and 71 times on KZKS/KAYW.