

July 6th, 2016

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 second quarter we aired 179 crime reports for Garfield county and 91 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, 4 times on KRVG, 38 times on KRGS, 57 times on KAVP, and 55 times on KZKS/KAYW.

Tire Safety:

The Rubber Manufacturers Association (RMA), originally named the Rubber Club of America, was established in 1915 to serve rubber products manufacturers. Since its inception, RMA has evolved and now solely represents tire manufacturers that produce tires in the U.S. RMA represents its members before federal, state and local government entities; develops safety standards for passenger, light truck and commercial truck tires; advocates for environmentally and economically sound scrap tire management polices aggregates data pertaining to U.S. tire shipments; and, educates consumers about proper tire care, among other activities.

Safety is a highest priority of our members. RMA is the industry's collective voice for educating consumers about the importance of proper tire care to promote safety, save fuel and ensure tires last longer. RMA's Be Tire Smart – Play Your PART program enlists the help

of tire and auto dealers, automotive repair locations, safety advocates and government agencies to communicate important tire care information to consumers. RMA offers free materials to automotive service providers and consumers, and conducts outreach on a regular basis to communicate important safety information. The PSAs cover the safety topics of proper air pressure, repairing your tires, and how to check the "baldness" of your tires. These 30 and 60 second PSA's ran 14 times on KWGL, 12 times on KRVG, 19 times on KRGS, 25 times on KAVP, and 28 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 5 times on KWGL, 0 times on KRVG, 32 times on KRGS, 145 times on KAVP, and 30 times on KZKS/KAYW.

Digital Deadwalkers:

Founded in 1933, the Academy is the preeminent provider of musculoskeletal education to orthopaedic surgeons and others in the world. Its continuing medical education activities include a world-renowned Annual Meeting, multiple CME courses held around the country and at the Orthopaedic Learning Center, and various medical and scientific publications and electronic media materials.

Danger lurks at every corner of our cities and towns, but what if pedestrians are the ones posing the threats to themselves and others? "Digital Deadwalkers," 30- and 60-second radio spots, encourages pedestrians to engage in and with their surroundings for better bone and joint health. Distracted driving's cousin—distracted walking—is rearing its ugly head. And, it's a growing public issue for drivers and other pedestrians, too. After all, orthopaedic surgeons would rather help your viewers keep their bones and joints strong and

intact than put them back together.

In recent years, the Academy's public service campaigns have focused on the dangers of distracted driving. But this year, the campaign is moving in a slightly different direction to highlight the threat posed by "distracted driving's cousin—distracted walking." "We know that the number of injuries to pedestrians using their phones has nearly tripled since 2004, and surveys have shown that 60 percent of pedestrians are distracted by other activities while walking," said Alan S. Hilibrand, MD, chair of the AAOS Communications Cabinet. "Since 2009, the AAOS 'Decide to Drive' campaign has educated children, teens, and adults about the dangers of distracted driving. For 2015, we are expanding this message to include the dangers of distracted walking."

These 30 and 60 second PSA's ran 8 times on KWGL, 4 times on KRVG, 45 times on KRGS, 178 times on KAVP, and 61 times on KZKS/KAYW.

Vision Diseases-Bright Focus

Vision loss is a growing public health epidemic in the United States, with diseases like macular degeneration and glaucoma affecting millions of Americans and causing reduced vision and blindness. According to scientific studies, macular degeneration affects 11 million people in the U.S. and glaucoma is a leading cause of blindness among Hispanic and African Americans. In many cases, people are unaware they have a vision problem until irreversible damage has occurred. For example, an estimated half of the three million Americans with glaucoma don't even know they have the disease.

BrightFocus, a nonprofit that funds research and educates the public on eye and brain diseases, said that Baby Boomers, who are turning age 65 at a rate of 10,000 per day, are especially vulnerable to eye disease as the risk of diseases like glaucoma or macular degeneration increases dramatically as one enters their sixties. The television and radio spots, available in English and Spanish, urge viewers to get their eyes checked, and to visit BrightFocus.org to learn more about vision disease including a new resource, "The Top Five Questions to Ask Your Eye Doctor."

These 30 and 60 second PSAs aired 3 times on KWGL, 1 time on KRVG, 26 times on KRGS, 142 times on KAVP, and 35 times on KZKS/KAYW.

Understood.Org

In the U.S., one in five children struggles with a learning and/or attention issue. That's 15 million kids ages three to 20, and many of their issues go undiagnosed. The adults in their lives often have a hard time understanding their issues due to misconceptions and a lack of information and resources. As a result, these children often face both academic and social challenges. However, with the right strategies and support, they can succeed in the classroom—and outside of it, too.

This campaign stems from the idea that parents can sense when their children are struggling but may not know why. Or what to do. By demonstrating the realities that children with learning and attention issues face daily, the campaign aims to increase the number of parents who are actively helping and seeking help for their kids. Parents are encouraged to visit Understood.org, a comprehensive, free online resource that empowers parents through personalized support, daily access to experts and specially designed tools to help the millions of children with learning and attention issues go from simply coping to truly thriving.

These 30 and 60 second PSAs aired 8 times on KWGL, 5 times on KRVG, 47 times on KRGS, 174 times on KAVP, and 59 times on KZKS/KAYW.