

October 9, 2015

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 fourth quarter we aired 134 crime reports for Garfield county and 118 for Mesa county.

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 16 time on KWGL, 14 times on KRVG, 131 times on KRGS, 237 times on KAVP, and 0 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 9 times on KWGL, 11 times on KRVG, 37 times on KRGS, 47 times on KAVP, and 0 times on KZKS/KAYW.

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 10 times on KWGL, 19 times on KRVG, 103 times on KRGS, 82 times on KAVP, and 0 times on KZKS/KAYW.

Food Safety

1 in 6 Americans gets sick from food poisoning, resulting in roughly 128,000 hospitalizations and 3,000 deaths each year. To help families—especially parents—learn the practical steps they can take at home to help reduce their risk of getting sick, the Ad Council and the U.S. Department of Agriculture's Food Safety and Inspection Service, in partnership with the U.S. Food and Drug Administration (FDA) and the CDC introduced the Food Safe Families campaign. The campaign aims to educate families about the following four food

handling behaviors:

- Separate*: Raw meats from other foods by using different cutting boards.
- Clean*: Clean kitchen surfaces, utensils, and hands with soap and water while preparing food.
- Cook*: Cook foods to the right temperature by using a food thermometer.
- Chill*: Chill raw and prepared foods promptly.

In the initial campaign, humorous television PSAs, broadcast in English and Spanish, showcased chefs going to over-the-top measures to stay safe. To stay “clean,” for example, a man chopping vegetables employs a lawn sprinkler—and a raincoat.

The campaign also includes radio, print, and web advertising as well as an integrated social media program. All campaign elements direct audiences to visit FoodSafety.gov, where they can learn about food safe practices. These 30 and 60 second PSAs ran 8 times on KWGL, 8 time on KRVG, 49 times on KRGS, 39 times on KAVP, and 0 times on KZKS/KAYW.

Adoption from Foster Care

There are 415,000 children in the US foster care system. Of those children, 108,000 are awaiting adoption.

Since 2004, the campaign has consistently delivered the message that "You don't have to be perfect to be a perfect parent." Using a humorous angle to communicate the seemingly challenging task of adopting a child from foster care, the PSAs reassure prospective parents that even if not "perfect," they have the ability to provide the stability and security that children in foster care need and deserve. The latest series of PSAs in this award-winning campaign ask prospective parents to consider adopting teens from foster care, as older youth are over represented in the foster care population, as they generally wait longer to be adopted.

The new PSAs portray humorous scenarios that reaffirm the campaign's notion that being an imperfect parent is “perfectly normal.” The PSAs reveal this through special bonding moments such as a loving father as he tries to support and console his teenage daughter during her first breakup, and a resourceful mother who tries different methods of remedying her son's hair cut gone wrong. These new PSAs illustrate to potential parents that teens in foster care don't need perfection; they need the commitment and love a permanent family can provide.

Audiences are directed to visit AdoptUSKids.org or call 888-200-4005 for current, accurate information about the foster care system and the adoption process. These 60 second PSAs were aired 23 times on KWGL, 20 times on KRVG, 167 on KRGS, 379 on KAVP, and 0 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 6 times on KWGL, 12 times on KRVG, 79 times on KRGS, 191 times on KAVP, and 0 times on KZKS/KAYW.