

April 5th 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 first quarter we aired 153 crime reports for Garfield county and 91 for Mesa county.

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 7 times on KWGL, 5 times on KRVG, 32 times on KRGS, 30 times on KAVP, and 19 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, 5 times on KRVG, 46 times on KRGS, 133 times on KAVP, and 21 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.

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 9 times on KWGL, 9 times on KRVG, 106 times on KRGS, 1151 times on KAVP, and 39 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 7 times on KWGL, 7 times on KRVG, 33 times on KRGS, 28 times on KAVP, and 19 times on KZKS/KAYW.