

## High Desert Broadcasting LLC

Station Call Letters: KGMX, KKZQ, KMVE, KOSS, KQAV

4<sup>th</sup> Quarter 2013

Public Affairs Log - Public Service Announcements

Prepared By: Marissa Garcia

Program Name/Segment: "Watch Out For Mortgage Fraud"

Issue & Programs: Rotation

Issue Addressed: Mortgage Fraud

Date: October-December

Rotation Duration: 2x 60 Seconds

Mortgage fraud is becoming more prevalent as sophisticated scammers seek to take advantage of those listeners in your community who are most vulnerable – people who are refinancing or facing the prospect of foreclosure or those seeking to purchase their first home. With your help, the National Crime Prevention can alert your listeners and make them aware of these highly trained con artists.

Program Name/Segment: "Get Motivated. Get a Pep Talk"

Issue & Programs: Rotation

Issue Addressed: Your GED

Date: October-December

Rotation Duration: 2x 60 Seconds

Are you thinking about getting your GED? More than 34.6 million adults ages 18 and over do not have a high school diploma. Take the first step towards your GED diploma. We can help you here at the GED Pep Talk center.

Program Name/Segment: "You Never Know When is the Day before a Natural Disaster"

Issue & Programs: Rotation

Issue Addressed: Emergency Preparedness

Date: October-December

Rotation Duration: 2x 60 Seconds

Despite the devastation hurricanes, tornadoes, wildfires and other emergencies and disasters have caused in recent years, only 60% of Americans say preparation for natural or manmade disasters is very important to them. Prepare for tomorrow. For more information visit our website at [Ready.gov/today](http://Ready.gov/today)

Program Name/Segment: "A Helping Hand for those Helping Loved Ones"

Issue & Programs: Rotation

Issue Addressed: Caregiver Assistance

Date: October-December

Rotation Duration: 2x 60 Seconds

Only those who care for others know what it's really like to care for others. That's why AARP created a community with experts and other caregivers to help us better care for ourselves and for the ones we love. Together, let's help each other better care for ourselves and the ones we love.



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**4th Quarter 2013**  
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Program Name/Segment: "I want to be a bench. Recycle me."

Issue & Programs: Rotation

Issue Addressed: Keep America Beautiful

Date: October-December

Rotation Duration: 2x 60 Seconds

Americans generated approximately 250 million tons of trash in 2011 while recycling or composting only 87 million tons of this material, equivalent to a 34.7% recycling rate. Some of the challenges Americans face are inconvenience or lack of access, lack of awareness, and modification, and general confusion about what, where and how to recycle. The goal is to transfer recycling into a daily social norm.

Program Name/Segment: "Only You Can Prevent Wildfires"

Issue & Programs: Rotation

Issue Addressed: Wildfire Prevention

Date: October-December

Rotation Duration: 2x 60 Seconds

Over the past 10 years, an average of 6.5 million acres of land was burned each year by wildfire. The principle causes of human-related wildfires are campfires left unattended, debris burning on windy days, careless discarding of smoking materials and BBQ coals, and operating equipment without spark arrestors. Only you can prevent wildfires.

Program Name/Segment: "Be Active And Eat Healthy?"

Issue & Programs: Rotation

Issue Addressed: Childhood Obesity Prevention

Date: October-December

Rotation Duration: 2x 60 Seconds

As you are probably aware, nearly 1 in 3 children in America are overweight or obese and in 2009-2010, 21.2% of Hispanic children and adolescents and 24.3% of non-Hispanic children and adolescents and 24.3% of non-Hispanic black children and adolescents were obese. Concerned by this serious public health issue, parents and caregivers are looking for ways to help their children develop healthy lifestyles. For more information, please visit [www.adcouncil.org](http://www.adcouncil.org).

Program Name/Segment: "You never know when the day before...is the day before a natural disaster."

Issue & Programs: Rotation

Issue Addressed: Emergency Preparedness

Date: October-December

Rotation Duration: 2x 60 Seconds

Despite the devastation hurricanes, tornadoes, wildfires, and other emergencies and disasters have caused in recent years, only 60% of Americans say preparation for natural or man-made disasters is very important to them. The Ready Campaign asks individuals to prepare for the unexpected. Prepare for tomorrow. Ready.gov/today



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Program Name/Segment: "Let's get every last American ONLINE."

Issue & Programs: Rotation

Issue Addressed: Digital Literacy

Date: October-December

Rotation Duration: 2x 60 Seconds

1 in 5 Americans don't know how to use the internet. Digital literacy is one of the top three reasons Americans don't use PC's and the internet -46% of non-internet users responded that they lack the necessary skills. See what the internet can help you do better. Call 1-855-EVERY1ON or visit EveryoneOn.org for more information.

Program Name/Segment: "Be Tire Smart"

Issue & Programs: Rotation

Issue Addressed: The importance of properly checking tires.

Date: October-December

Rotation Duration: 2x 60 Seconds

Your tires are the only thing that separates your vehicle from the road. And yet, a new national survey finds that only one in six U.S. drivers is "tire smart" when it comes to checking tire pressure, and ensuring that their tires are road worthy. Be tire smart play your part.

Program Name/Segment: "Ioni and Friends"

Issue & Programs: Rotation

Issue Addressed: People and Families Affected by Disability.

Date: October-December

Rotation Duration: 2x 60 Seconds

Ion and Friends is committed to recruiting, training, and motivating a new generation of people with disabilities to become leaders in their communities. In addition, we seek to equip and mobilize churches to carry out the work of disability ministry. For more information log on to our website [www.ionandfriends.org](http://www.ionandfriends.org).

Program Name/Segment: "A Cure is in Sight!"

Issue & Programs: Rotation

Issue Addressed: Fighting Blindness

Date: October-December

Rotation Duration: 2x 60 Seconds

Age-related macular degeneration (AMD) is the leading cause of blindness in people 55 and older. Help millions at risk by alerting them to the importance of early detection to save and restore sight.

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Program Name/Segment: "National Recovery Month"

Issue & Programs: Rotation

Issue Addressed: Substance Abuse and Mental Health

Date: October-December

Rotation Duration: 2x 60 Seconds

If you have an addition or mental health issue, you are not alone. With the support of others, you can find your path of recovery from mental and/or substance use disorders. This September, celebrate National Recovery Month, and help yourself or someone you love take the first step toward recovery. For more information or treatment referral, call 1-800-662-HELP.

Program Name/Segment: "A mind is a terrible thing to waste."

Issue & Programs: Rotation

Issue Addressed: Supporting Minority Education

Date: October-December

Rotation Duration: 2x 60 Seconds

Did you know only 63% of African American students who start 9<sup>th</sup> grade graduate from high school in four years and many of them need remedial education? Of all African Americans who enroll in college, only 40% finish within six years. A mind is a terrible thing to waste but a wonderful thing to invest in. UNCF.ORG/INVEST

Program Name/Segment: "Just the Facts: For young men turning 18."

Issue & Programs: Rotation

Issue Addressed: Selective Service System

Date: October-December

Rotation Duration: 2x 60 Seconds

We all have to do our part to keep America strong. Men, citizens and non-citizens living in America must register with the Selective Service System within 30 days of their 18<sup>th</sup> birthday. It's the law! It is one of the civic responsibilities every young man inherits as an adult. By registering, he stays eligible for college loans and grants, job training, and Federal jobs. Register with Selective Service today. Your future depends on it.

Program Name/Segment: "Protect Your Home From Wildfire"

Issue & Programs: Rotation

Issue Addressed: Wildfire Preparedness

Date: October-December

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Rotation Duration: 2x 60 Seconds

Preparing for wildfire can help minimize their impact. Over 70,000 communities nationwide are located within or near a fire-prone ecosystem. A wildfire ember can travel over a mile. Recognize wildfire hazards in your community.

Program Name/Segment: "Maybe it's autism"

Issue & Programs: Rotation

Issue Addressed: Autism awareness

Date: October-December

Rotation Duration: 2x 60 Seconds

Autism is the fastest-growing serious developmental disorder in the United States, with the life-long consequences for individuals, families and society. Many parents of young children have very little knowledge about autism. Studies show that early diagnosis can make a lifetime of difference.

Program Name/Segment: "Take The Pledge"

Issue & Programs: Rotation

Issue Addressed: Community Engagement

Date: October-December

Rotation Duration: 2x 60 Seconds

Through the work and support of the more than 1,200 local United Ways across the country, United Way is advancing the common good by focusing on the building blocks of a good life: education, health and income. United Way is encouraging people to take a pledge to get involved and tutor a child who needs help, mentor a kid who needs someone on their side or volunteer to read to children.

Program Name/Segment: "You never know which pool safety step will save a life..until it does."

Issue & Programs: Rotation

Issue Addressed: Pool Safety

Date: October-December

Rotation Duration: 2x 60 Seconds

Every year, as temperatures climb, so do the number of drowning and near drowning in backyard and community pools and spas. Nearly 400 children younger than 15 drown in pools and spas each year. These tragic incidents, which can affect families forever, are preventable. Make sure kids know how to swim.

Program Name/Segment: "Your Best Shot Is To Check For A Spot."

Issue & Programs: Rotation



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Issue Addressed: Skin Cancer

Date: October-December

Rotation Duration: 2x 60 Seconds

Golf courses are full of hazards. But one hazard you could miss is a spot on your skin, which could be skin cancer. If you're a man over 50, you're in a group most likely to develop skin cancer, including melanoma. The kind that kills one person every hour. Your best shot is to check for a spot. It's easy and it could be the save of a lifetime. Go to [SpotSkinCancer.org](http://SpotSkinCancer.org) to find out more.

Program Name/Segment: "Physical Activity. It's The Winning Pass In Life"

Issue & Programs: Rotation

Issue Addressed: Kids Staying Healthy

Date: October-December

Rotation Duration: 2x 60 Seconds

These spots highlight the importance of physical activity from President's Council on Fitness, Sports & Nutrition (PCFNSN). Research shows that physical activity not only helps kids stay healthy, it can enhance important skills like concentration and problem solving, which can improve academic performance. These PSA's are one part of HHS's effort to educate Americans about important health issues including obesity prevention, the value of physical activity, and the importance of flu vaccinations.

Program Name/Segment: "It's Only Natural"

Issue & Programs: Rotation

Issue Addressed: Breastfeeding

Date: October-December

Rotation Duration: 2x 60 Seconds

Breastfeeding is a magical, bonding experience. It is challenging and rewarding. Know that there is support for you at [Women's Health.gov/It's Only Natural](http://Women'sHealth.gov/It'sOnlyNatural). Give babies a healthy start in life. Brought to you by the U.S. Dept. Of Health & Human Services.

Program Name/Segment: "Let's Stop HIV Together"

Issue & Programs: Rotation

Issue Addressed: AIDS/HIV

Date: October-December

Rotation Duration: 2x 60 Seconds

More than three decades after the first reported AIDS cases, HIV is still a crisis in the United States. As part of an effort to put HIV back on the radar of all Americans, the Centers for Disease Control and Prevention has launched Let's Stop HIV Together. Too many Americans do not recognize the magnitude of HIV in this country and the nation's sense of urgency has waned since the early days of the epidemic.

Program Name/Segment: "Federal Student Aid" Spanish

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Issue & Programs: Rotation  
Issue Addressed: Federal Student Aid  
Date: October-December  
Rotation Duration: 2x 60 Seconds  
Every year the Federal Student Aid provides more than \$150 billion in grants, loans, and work-study funds that help enable university education to anyone at any time in their lives. Now the challenge is to make people aware the existence of these programs.

Program Name/Segment: "Women In Government"  
Issue & Programs: Rotation  
Issue Addressed: Public Health Education  
Date: October-December  
Rotation Duration: 2x 60 Seconds  
Public health has greatly expanded its reach. Once dealing primarily with water sanitation and infectious diseases, public health department now treat health issues that are deeply imbedded in our lives. Women in Government is asking you to help educate your listeners on importance of public health by running the enclosed PSA's.

Program Name/Segment: "If You See Something, Say Something"  
Issue & Programs: Rotation  
Issue Addressed: Homeland Security  
Date: October-December  
Rotation Duration: 2x 60 Seconds  
The U.S. Department of Homeland Security has been working with five of the national sports leagues-Major League Baseball, Major League Soccer, National Basketball Association, National Football Association-on this campaign, which educates the public on the role they can play in helping to keep their communities and country more safe and secure. It's important to make the public more aware of suspicious behavior, and encourage people to report suspicious activity.

Program Name/Segment: "Let's Stop HIV Together"  
Issue & Programs: Rotation  
Issue Addressed: AIDS/HIV  
Date: October-December  
Rotation Duration: 2x 60 Seconds  
More than three decades after the first reported AIDS cases, HIV is still a crisis in the United States. As part of an effort to put HIV back on the radar of all Americans, the Centers for Disease Control and Prevention has launched Let's Stop HIV Together. Too many Americans do not recognize the magnitude of HIV in this country and the nation's sense of urgency has waned since the early days of the epidemic.

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### Public Affairs Log - Public Service Announcements Prepared By: Marissa Garcia

Program Name/Segment: "Al-Anon Family Groups:

Issue & Programs: PSA Rotation

Issue Addressed: Strength and hope for friends and families of problem drinkers

Date: October-December

Rotation Duration: 2x 60 Seconds

Al-Anon Family Groups are for relatives and friends affected by someone else's drinking. They will offer suggestions and support without telling anyone what to do. They meet every week in your community and provide anonymity, confidentiality, and a safe environment.

Program Name/Segment: "Own It"

Issue & Programs: PSA Rotation

Issue Addressed: ADHD

Date: October-December

Rotation Duration: 2x 60 Seconds

Attention-Deficit/Hyperactivity Disorder (ADHD) is often considered a childhood disorder, but is also affects adults. However, nearly 50% of children with ADHD may continue to have it in adulthood. There may be a perception among many young adults and adults that they have outgrown their ADHD. The purpose of this PSA is to help young adults and adults understand this important fact.

Program Name/Segment: "Warning Signs of Rosacea"

Issue & Programs: PSA Rotation

Issue Addressed: Rosacea Awareness

Date: October-December

Rotation Duration: 2x 60 Seconds

Americans know nothing about rosacea, including how to recognize it and what to do about it. The National Rosacea Society is a non-profit organization whose mission is to improve the lives of people with rosacea by raising awareness, providing public health information and supporting research.

Program Name/Segment: "No Child Should Feel Like A Fish Out of Water"

Issue & Programs: PSA Rotation

Issue Addressed: Childhood Asthma

Date: October-December

Rotation Duration: 2x 60 Seconds

Seven million children in the United States are diagnosed with asthma. One in every 10 children is afflicted with this disease. Asthma is the leading cause of school absenteeism, forcing children to miss more than 10.5 million days of school per year. The goal of this campaign is to get parents to manage their children's asthma on a daily basis in order to prevent attacks from occurring.

Program Name/Segment: "Don't be shy to ask people not to smoke around your children"

Issue & Programs: PSA Rotation/Spanish





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### Public Affairs Log - Public Service Announcements

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Issue Addressed: Second Hand Smoking

Date: October-December

Rotation Duration: 2x 60 Second

The Center for Disease Control and Prevention of Diseases has put together this PSA. It tells the story of a mother whose son is struggling to live with the effects of tobacco/second hand smoking. Don't be shy to ask people not to ask people to smoke around your children. For further information in English call 1-800-QUIT-NOW and 855-DELELO-YA in Spanish.

Program Name/Segment: "Stop Toxic Litter"

Issues & Programs: PSA Rotation

Issue Addressed: Cigarette Butts

Date: October-December

Rotation Duration: 2x 60 Second

Cigarette butts remain a socially acceptable form of littering in this increasingly health and environmentally conscious world. You can help encourage the general public to think about littering in a new way; educating more people about the destructive impact that cigarette butts have on the environment, and its ecosystems. For more information call Sarah Shank at (202) 454-5561.

Program Name/Segment: "Tips From Former Smokers"

Issues & Programs: PSA Rotation

Issue Addressed: People struggling to deal with the effects of smoking.

Date: October-December

Rotation Duration: 2x 60 Second

There is still a lot to do. Each year, approximately 443,000 people die from cigarette smoking or exposure to secondhand smoke. Many Americans do not understand the full extent of the health damage that smoking can cause. The good news is that three out of four smokers say they want to quit, and half make a serious attempt every year.

Program Name/Segment: "Make The Connection"

Issues & Programs: PSA Rotation

Issue Addressed: Veteran's mental health treatment and support

Date: October-December

Rotation Duration: 2x 60 Second

These Veteran's stories are featured on [MakeTheConnection.net](http://MakeTheConnection.net)-an online resource that links Veterans to the stories of their peers and also to VA support and reliable information about mental health and resilience. Help us make sure all Veterans know that your community and VA stand by them.

Program Name/Segment: "If Foreclosure Seems Inevitable, Free and Trustworthy Help is Available"

Issues & Programs: PSA Rotation

Issue Addressed: Foreclosure

Date: October-December

Rotation Duration: 2X 60 Second

Millions of Americans are still dealing with the aftermath of the recent financial crisis. Countless families are facing mounting credit card debt, the loss of a job, and fighting to keep their

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homes. In today's tough economic times people are inundated with messages of ways to "quickly" and easily" eliminate debt. Trust the experts and save your home. Agencies provide free and affordable help, and meet US Department of Housing & Urban Development Standards. Call 866-687-6322.

Program Name/Segment: "Tips From Former Smokers"

Issues & Programs: PSA Rotation/Spanish

Issue Addressed: People struggling to deal with the effects of smoking.

Date: October-December

Rotation Duration: 2X 60 Second

There is still a lot to do. Each year, approximately 443,000 people die from cigarette smoking or exposure to secondhand smoke. Many Americans do not understand the full extent of the health damage that smoking can cause. The good news is that three out of four smokers say they want to quit, and half make a serious attempt every year.

Program Name/Segment: "Saving Lives by Saving Land"

Issues & Programs: PSA Rotation

Issue Addressed: Wildlife Land Trust

Date: October-December

Rotation Duration: 2X 60 Second

As many as one-hundred million animals are illegally killed each year. Poaching is a major threat to our country's wildlife populations. But it's just one of the risks animals face at the hands of humanity. Combating the crime of poaching and curbing habitat loss are daunting tasks, but ones that must be undertaken to ensure that wildlife have the best chances to survive and thrive in perpetuity. For two decades, the Humane Society Wildlife Land Trust has worked with private landowners to protect wildlife by preserving natural habitats and establishing permanent sanctuaries. For more info call 800-729-SAVE

Program Name/Segment: "When should you start thinking about long-term care?"

Issues & Programs: PSA Rotation

Issue Addressed: Long-Term Care

Date: October-December

Rotation Duration: 2x 60 Second

Almost 70% of us will need some type of long-term care as we age, but less than one-third of us are currently saving for this costly need. Nationally we spend more than \$250 billion a year on long-term care, of which more than \$125 billion is financed by taxpayers. The sooner we become informed and make plans for our later years, the better we can spare ourselves, our families and even the American economy from an unexpected and heavy financial burden.

Program Name/Segment: "Take Me Fishing"

Issues & Programs: PSA Rotation

Issue Addressed: Recreational Fishing and Boating

Date: October-December

Rotation Duration: 2x 60

Something most people don't realize is that the simple and exhilarating act of recreational boating and fishing enhances peoples' quality of life, preserves the country's natural beauty and contributes significantly to the U.S. economy. Surveys from various sources point to the same conclusions and show just how important these two activities are.

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Program Name/Segment: "Hands Full"

Issues & Programs: PSA Rotation

Issue Addressed: Affordable health coverage to children and their families

Date: October-December

Rotation Duration: 2x 60

Having high quality, affordable health coverage can mean the world to children and their families. With health coverage, parents can rest easy knowing that their children can get the routine preventative care that keeps them healthy and the medical help they need if they get sick or injured. Free and low-cost health insurance is available through Medicaid and the Children's Health Insurance Program.

Program Name/Segment: "Moving Day"

Issues & Programs: PSA Rotation

Issue Addressed: Parkinson's Disease

Date: October-December

Rotation Duration: 2x 60

It's a new day for Parkinson's. Katie Couric invites you to join in "Moving Day", the National Parkinson Foundation's fundraising walk. Help us change the world for the whole Parkinson's community. For more info call the National Director of Events @ 305-243-3897.

Program Name/Segment: "Never quit trying to quit"

Issues & Programs: PSA Rotation

Issue Addressed: "Quitting Smoking"

Date: October-December

Rotation Duration: 2x 60

The American Lung Association is launching "Quitter in You," a campaign to help smokers find the motivation to try and quit again, and access the help they need to succeed. Each time they try, the American Lung Association is here to provide the tools, tips, and support they need to quit. For more information contact Mary Havell McGinty at 202-715-3459.

Program Name/Segment: "Make Every Day Count"

Issues & Programs: PSA Rotation

Issue Addressed: Focus on the Family

Date: October-December

Rotation Duration: 2x 60

The five common behaviors of healthy families are laughter, prayer, dinner, time and conversation. Small steps in these areas can lead to big rewards. The "Make Every Day Count" campaign helps families take intentional steps towards a healthy and thriving family.

Program Name/Segment: "These Hands"

Issues & Programs: PSA Rotation



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Issue Addressed: Veterans and their families

Date: October-December

Rotation Duration: 2x 60

Reaching out to a Veteran can make more of a difference than you might think, especially in times of crisis. Please support those who have served us so well, and their family members, airing "These Hands", a compelling PSA about the Veterans Crisis Line.

### Program Name/Segment: "Lifetime of Vaccines"

Issues & Programs: PSA Rotation

Issue Addressed: Vaccines

Date: October-December

Rotation Duration: 2x 60

Parents ensure their infants and young children receive appropriate vaccinations, but it is important to realize that vaccines are recommended across a lifetime. Vaccines play an important part in helping to maintain health and wellness for people of all ages, not just children. According to the US Centers for Disease Control and Prevention, vaccination is considered one of the ten public health achievements of the last two centuries. To learn more about vaccines, talk to your health care professional today.

### Program Name/Segment: "RSNA Radiological Society"

Issues & Programs: PSA Rotation

Issue Addressed: Cancer Awareness

Date: October-December

Rotation Duration: 2x 60

Ovarian, prostate, breast, lung and colorectal cancers are among the deadliest diseases in the United States, claiming the lives of thousands of men and women each year. Yet, with regular screenings, ovarian, prostate, colorectal and breast cancers can be detected early, when they are most treatable—and knowing the signs and symptoms of lung cancer can increase the chance of survival. Stroke and abdominal aortic aneurysm (triple A) are also major causes of death. Yet, with quick medical attention, death and disability due to stroke may be prevented, and triple A can be treated if detected early.

### Program Name/Segment: "Know Your Options"

Issues & Programs: PSA Rotation

Issue Addressed: Foreclosure Prevention

Date: October-December

Rotation Duration: 2x 60

Did you know that foreclosures remain a very serious problem in our country? An estimated 1.5 million families are currently facing foreclosure. Not only do foreclosures have a financial impact on a family, but they also have harsh consequences for communities. Just one or two abandoned homes can send a residential block into a downward spiral, driving down property values and leading to increased crime, run-down schools, and flagging economic growth. By calling 1-888-995-HOPE, homeowners will find quality counseling and refinancing.

