

KAFM Quarterly Issues Report: Jan-Mar 2022

Issue	Title	Date	Duration	Description
Belonging	SPONSORS Ad Council and Pereira O'Dell Agency and Love Has No Labels	1 st Qtr	1 seconds Aired 154 times during the quarter	Created pro bono by ad agency Pereira O'Dell, the public service advertisements (PSAs) feature a new cover of the 1968 hit song "Walk a Mile in My Shoes," recorded exclusively for the campaign by Lake Street Dive. The song and powerful visuals remind audiences that we all know what it feels like to be left out—and for people who moved to this country, that feeling can last more than a moment. By highlighting this shared emotional experience, the creative sparks empathy and build stronger bonds between everyone who calls America home. " <i>Belonging Begins With Us</i> reminds us that we all have the power to make others feel safe and welcome in our communities," said Lisa Sherman, Ad Council President and CEO. "We are grateful to our partners for helping us all build more meaningful connections in our neighborhoods, cities and towns, regardless of background or country of origin."
Caregiver Support	AARP, Alma, Ad Council Content Studio, Wordsworth & Booth, Durable Goods, Gig Line Media, goodstory films	1st Qtr	15sec, aired 143 times during quarter	There are 48 million unpaid family caregivers in the United States. Most caregivers are family members or friends who are working, managing their own families and caring for their loved ones at the same time. For many, the caregiving role doesn't start all at once—it starts with simple things like scheduling a doctor's visit or helping with daily errands, then gradually expands until it becomes a major commitment. On average, caregivers provide 23 hours of care a week, the equivalent of an unpaid, part-time job. Since 2011, we have encouraged

				<p>caregivers to care not only for their loved ones, but also for themselves. To date, the campaign has targeted several audiences: general market women age 40 to 60, male caregivers age 35 to 60, and Hispanic/Latino and African American/Black caregivers with an emphasis on women ages 35 to 60. The campaign directs viewers to AARP's Family Caregiving site, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance, and more.</p>
Child Car Safety	National Highway Traffic Safety Administration (NHTSA) Leo Burnett, Wordsworth & Booth, Jungle Creations	1 st Qtr	30 secs, aired 109 times during the qtr.	<p>Motor vehicle crashes are a leading cause of death for children under 13. This campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding them of the importance of getting the big stuff, like car safety, right.</p> <p>To ensure parents and caregivers are properly securing their children in the best car seat restraint for their age and size, they can visit NHTSA.gov/TheRightSeat or NHTSA.gov/Protegidos.</p>
Prediabetes	Ad Council American Medical Association (AMA), Centers for Disease Control and Prevention (CDC)	1st	15 secs, aired 104 times during quarter	<p>Prediabetes can often be reversed if it's caught early by making healthy lifestyle changes. One great way to learn how to make healthy changes is by joining the National Diabetes Prevention Program (National DPP) lifestyle change program. You'll learn how to make small changes to your diet, increase your physical activity, and lower your stress to help prevent type 2 diabetes. Prediabetes is when someone's blood glucose (sugar) level is too high but not high enough yet for a diagnosis of type 2 diabetes. Prediabetes</p>

				can become type 2 diabetes if it is not treated. 1 in 3 American adults has prediabetes, and more than 84% of people with prediabetes don't know they have it. So, take the risk test now to see where you stand.
Emergency Preparedness	The Ad Council Lopez Negrete Communications, Wordsworth & Booth, Schafer Condon Carter, Newfangled, Sony Pictures, The Weather Channel and Federal Emergency Management Agency (FEMA)	1st Qtr	15 secs, aired 194 times during qtr 1	<p>In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for all Americans, regardless of background or location, to prepare for natural disaster. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan.</p> <p>Since 2003, our campaign has empowered individuals, families, small businesses, and communities to prepare for both natural and man-made disasters.</p> <p>The Ready campaign now includes PSAs developed specifically for a Latino audience, in addition to the general market work that encourages, educates, and empowers families to develop their own emergency preparedness plans by visiting Listo.gov/plan or Ready.gov/plan.</p>
Grand Valley Transit Reduction	GVT and KAFM	1 st Qtr	15 secs, aired 143 times during qtr.	Grand Valley Transit Reduction was a notice of the reduction of bus lines and routes due to shortage of drivers and covid.
High School Equivalency	Ad Council, Dollar General Literacy Foundation	1st Qtr	30 secs, aired 178 times in the qtr	<p>For more than 34 million American adults without a high school diploma, opportunities are limited. Many are living in poverty. But it's not too late.</p> <p>Since 2010, FinishYourDiploma.org has connected more than one million people with free adult education classes to help them</p>

				earn their high school equivalency, so they can connect to a better tomorrow.
Retirement Savings - Car	AARP and the Ad Council	1st Qtr	15 secs, aired 156 times	The PSAs direct viewers to WeSaySaveIt.org where they can find resources to help boost their retirement savings, including a free online three-minute chat with “Avo SM ,” a digital retirement coach that offers users a free personalized action plan for saving for their retirement. Women are also encouraged to visit the site for more information about the “2% Challenge” and the intention behind saving at least 2%, or 2% more, of their current income toward their retirement.
Community Affairs	Monday through Thursday	1 st Qtr	1 hour 4 days a week	Every day Monday Through Thursday we focus on what’s happening in Mesa County, from the art center to financial and legal help for the community.
STEM	Ad Council and SHECANSTEM, Heat, Litton, Mojo Supermarket, Deloitte Digital, Wordsworth & Booth, McCann NY, Amplifier, Hinge Digital	1 st Qtr	15 secs ran 135 times during the qtr	<p>While women make up half of the U.S. college-educated workforce, they hold only a little over a fourth of all STEM jobs. Research shows that young girls like STEM subjects—science, technology, engineering and math—but often feel that STEM isn’t for them due to outdated stereotypes. Girls are scared to fail in STEM, but She Can STEM shows girls that STEM is in everything, and experimenting is part of the journey.</p> <p>She Can STEM inspires middle school girls to stay interested in STEM by showcasing how messy, experimental and hands-on STEM can be, and how daring to STEM can change the world.</p>

