

KAFM Quarterly Issues Report: Jun-Sep 2022 3<sup>rd</sup> Qtr

Issue	Title	Date	Duration	Description
Smokey Bear – Dragging Chains 7081	SPONSORS Ad Council and U.S. Forest Service, National Association of State Foresters	3rd Qtr	30second spot Aired 216 times during the quarter	<p>For more than 75 years, Smokey Bear has protected our forests and promoted wildfire prevention. His powerful message, “Only you can prevent wildfires,” is at the heart of America’s longest-running PSA campaign.</p> <p>Smokey’s message remains relevant today, as nearly nine out of ten wildfires nationwide are caused by humans and can be prevented. Additionally, during these unprecedented times, spending time outdoors has never felt more valuable. Whether we’re passing the time in public lands or in our own backyards, we all have a role to play in keeping our safe places safe by acting responsibly and doing our part to help prevent wildfires.</p> <p>For tips on safe recreation, visit <a href="https://www.beoutdoorsafe.org">BeOutdoorSafe.org</a> and for more information on wildfire prevention, visit <a href="https://www.smokeybear.com">SmokeyBear.com</a>.</p>
Ace Your Retirement 7079	Ad Council and AARP	3rd Qtr	30 sec, aired 457 times during quarter	<p>America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity.</p> <p>People 50 and older are the fastest growing age segment in America, and they can expect to pay for a longer retirement. Yet nearly seven in 10 Americans approaching retirement having less than a year’s income saved.</p> <p>Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. The campaign directs viewers to a three-minute online chat with Avo, a friendly digital retirement coach. After completing the chat, viewers receive a personalized retirement savings action plan with free tips to help them take charge of their financial futures today.</p>

I Come Correct 17076	Ad Council and National Highway Traffic Safety Administration (NHTSA)	3rd Qtr	59 secs, aired 14 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 <a href="http://NHTSA.gov/TheRightSeat">NHTSA.gov/TheRightSeat</a> or <a href="http://NHTSA.gov/Protegidos">NHTSA.gov/Protegidos</a>.</p>
RTPO Planning Transportation 7083	KAFM and The Grand Valley Transit	3rd Qtr	60 secs, aired 16 times during quarter	<p>Mesa County provides the Regional Transportation Planning Office (RTPO) as the staff compliment for regional transportation issues covered by the <a href="#">Grand Valley Regional Transportation Committee (GVRTC)</a>.</p> <p><b>Why is it important?</b></p> <p>Transportation helps shape Mesa County's economic health and quality of life. Not only does the transportation system provide for the mobility of people and goods, it also influences patterns of growth and economic activity by providing access to land.</p>
Hot Cross 7077	Ad Council and National Highway Traffic Safety Administration (NHTSA)	3rd Qtr	60 secs, aired 22 times during 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 <a href="http://NHTSA.gov/TheRightSeat">NHTSA.gov/TheRightSeat</a> or <a href="http://NHTSA.gov/Protegidos">NHTSA.gov/Protegidos</a>.</p>
Discover the Forest – Best	SPONSORS	3rd Qtr	This 30 second	Spending time in nature provides numerous benefits for families,

things are found in nature 7080	Ad Council and U.S. Forest Service, National Association of State Foresters		PSA played 295 times during the quarter.	<p>presenting both bonding opportunities and the chance to instill a lifelong love for the outdoors. The Discover the Forest campaign, a public service campaign created by the Ad Council in partnership with the U.S. Forest Service, encourages parents of tweens to experience the outdoors with their family to strengthen their connection with nature and each other. By exploring local parks and forests, parents and caregivers make the forest part of their family's story, and introduce their children to an environment where imagination thrives and memories are made.</p> <p>Campaign Sponsors</p> <p><b>USDA Forest Service</b> The Forest Service is an agency of the U.S. Department of Agriculture, established in 1905. The Forest Service manages public lands in national forests and grasslands, which encompass 193 million acres. Their mission is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations. For more information, visit us on the web at <a href="http://www.fs.fed.us">www.fs.fed.us</a></p>
Community Affairs	Monday through Thursday	3rd 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.
Veterans Crisis – Frog & Boiling Water 7082	Ad Council & VA.Gove/Reach	3 <sup>rd</sup> Qtr	30 secs, played 244 times in the 3 <sup>rd</sup> quarter.	Stressful life events like divorce, job loss, or housing troubles can be risk factors for suicide. Among Veterans, these challenges can be compounded by stigma around seeking help. But there is hope – resources are available and suicide is preventable. The “Don’t Wait, Reach Out” campaign encourages Veterans to reach out for help before their challenges become overwhelming or reach a crisis point. If you or a Veteran you know needs support, find resources at VA.gov/Reach.