

KAFM Quarterly Issues Report: Apr-Jun 2022

Issue	Title	Date	Duration	Description
Smokey Bear - Grilling	SPONSORS Ad Council and U.S. Forest Service, National Association of State Foresters	2nd Qtr	30second spot Aired 286 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 BeOutdoorSafe.org and for more information on wildfire prevention, visit SmokeyBear.com.</p>
Animal Sounds	Ad Council and NHTSA – Car Seat Safety	2nd Qtr	59sec, aired 180 times during quarter	<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>

I Come Correct	Ad Council and National Highway Traffic Safety Administration (NHTSA)	2nd Qtr	59 secs, aired 308 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>
GJ Volunteer Center	KAFM and The Grand Junction Visitors Center	2nd Qtr	60 secs, aired 28 times during quarter	PSA to encourage locals to volunteer at the Visitor Center, to tell the story of Grand Junction.
Hot Cross	Ad Council and National Highway Traffic Safety Administration (NHTSA)	2nd Qtr	60 secs, aired 379 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 NHTSA.gov/TheRightSeat or NHTSA.gov/Protegidos.</p>
Smokey Camp Fire	SPONSORS Ad Council and U.S. Forest Service, National Association of State Foresters	2nd Qtr	This 60 second PDA played 254 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</p>

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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.

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