

April 8, 2016

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 35 crime reports for Garfield county and 50 for Mesa county.

Pet Adoption:

Pet adoption is on the rise since the campaign's 2009 launch. Currently, 29 percent of dogs and 33 percent of cats in American homes were adopted from shelters or rescue groups, and encouraging statistics show that euthanasia of shelter pets is down 12 percent since 2009. However, 2.7 million healthy and treatable pets still need our help in finding a home each year. Bringing that number all the way to zero is the goal of "The Shelter Pet Project" campaign, which aims to encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals.

The television, radio, print, outdoor and web public service ads direct audiences to visit theshelterpetproject.org, where they are able to search for a pet from a local shelter or rescue group, read adoption success stories and learn valuable information about pet adoption. The current phase of the campaign showcases the bond that exists between a person and his shelter pet, and encourages potential pet owners to adopt from shelters and rescue groups by explaining that, "The only way to find out how amazing shelter pets really are is to meet one." These 30 and 60 second PSA's ran 30 times on KWGL, 23 times on KRVG, 70 times on KRGS, 65 times on KAVP, and 32 times on KZKS/KAYW.

Relationship Abuse:

A majority of today's teens has mobile phones and uses them to talk to friends, send text messages, and post to social networking sites. But use of this technology creates new challenges for teens, particularly as they develop intimate relationships. One of those challenges is learning to recognize digital dating abuse. Digital dating abuse can include persistent and unwanted calls or text messages, breaking into email or social networking accounts, or being pressured to send private or embarrassing photos or videos.

Just how big is this problem? According to a Technology and Teen Dating Abuse Survey conducted by Teen Research Unlimited in 2007, one in three teens says they have been text messaged 10, 20 or 30 times an hour by a partner wanting to know where they are, what they are doing, or whom they are with. One in four teens in a relationship has been called names, harassed, or disparaged by their partner via calls and text messages.

That's why the Ad Council, in partnership with the Family Violence Prevention Fund

and the Department of Justice's Office on Violence against Women, launched "That's Not Cool," a national public service advertising campaign designed to help teens identify digital dating abuse and take steps to prevent it. In addition to traditional media, the campaign—created pro bono by R/GA—uses web-based ads and posters in schools and malls to connect with teens where they hang out, online and off. PSAs direct teens to visit, ThatsNotCool.com, where they can find tools to help them determine for themselves what is acceptable relationship behavior and connect with other teens to share their experiences. An ambassador program encourages teens to get involved in raising awareness about digital dating abuse in their schools and communities. These 30 and 60 second PSA's ran 23 times on KWGL, 12 times on KRVG, 36 times on KRGS, 33 times on KAVP, and 13 times on KZKS/KAYW.

Tire Safety:

The Rubber Manufacturers Association (RMA), originally named the Rubber Club of America, was established in 1915 to serve rubber products manufacturers. Since its inception, RMA has evolved and now solely represents tire manufacturers that produce tires in the U.S. RMA represents its members before federal, state and local government entities; develops safety standards for passenger, light truck and commercial truck tires; advocates for environmentally and economically sound scrap tire management polices aggregates data pertaining to U.S. tire shipments; and, educates consumers about proper tire care, among other activities.

Safety is a highest priority of our members. RMA is the industry's collective voice for educating consumers about the importance of proper tire care to promote safety, save fuel and ensure tires last longer. RMA's Be Tire Smart – Play Your PART program enlists the help of tire and auto dealers, automotive repair locations, safety advocates and government agencies to communicate important tire care information to consumers. RMA offers free materials to automotive service providers and consumers, and conducts outreach on a regular basis to communicate important safety information. The PSAs cover the safety topics of proper air pressure, repairing your tires, and how to check the "baldness" of your tires. These 30 and 60 second PSA's ran 21 times on KWGL, 12 times on KRVG, 34 times on KRGS, 35 times on KAVP, and 14 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 7 time on KWGL, 8 times on KRVG, 65 times on KRGS, 177 times on KAVP, and 22 times on KZKS/KAYW.

Adoption from Foster Care

There are 415,000 children in the US foster care system. Of those children, 108,000 are awaiting adoption.

Since 2004, the campaign has consistently delivered the message that "You don't have to be perfect to be a perfect parent." Using a humorous angle to communicate the seemingly challenging task of adopting a child from foster care, the PSAs reassure prospective parents that even if not "perfect," they have the ability to provide the stability and security that children in foster care need and deserve. The latest series of PSAs in this award-winning campaign ask prospective parents to consider adopting teens from foster care, as older youth are over represented in the foster care population, as they generally wait longer to be adopted.

The new PSAs portray humorous scenarios that reaffirm the campaign's notion that being an imperfect parent is "perfectly normal." The PSAs reveal this through special bonding moments such as a loving father as he tries to support and console his teenage daughter during her first breakup, and a resourceful mother who tries different methods of remedying her son's hair cut gone wrong. These new PSAs illustrate to potential parents that teens in foster care don't need perfection; they need the commitment and love a permanent family can provide.

Audiences are directed to visit AdoptUSKids.org or call 888-200-4005 for current, accurate information about the foster care system and the adoption process. These 60 second PSAs were aired 12 times on KWGL, 13 times on KRVG, 129 on KRGS, 343 on KAVP, and 41 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 25 times on KWGL, 23 times on KRVG, 34 times on KRGS, 35 times on KAVP, and 14 times on KZKS/KAYW.