

4-7-15

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 Sherriff's departments we aired crime reports and tip line requests for each county, produced by the individual departments. The 30 second Garfield county crime stoppers aired 107 times on KZKS, 84 times on KRGS and 62 times on KRVG. The 60 second Mesa county crime stoppers aired 129 times on KZKS.

Pet Adoption:

In February 2009, the Shelter Pet Project announced the launching of their national campaign to bring awareness to pet adoption from shelters or rescue programs rather than from breeders or large corporation pet stores. Only 33% of cats and 29% of dogs are currently being adopted from shelters/rescue programs, while millions are being put down for being "unwanted", as most people believe there is something wrong with animals that are in shelters. The Shelter Pet Project is a combined effort of the Humane Society of the United States, Maddie's Fund, and the AdCouncil. The PSA's were created by DraftCB and feature the playful personalities of different real-life adopted shelter animals. Listeners are directed to PetFinder.com to find a pet to rescue. These 60 second PSA's ran 3 times on KZKS, 6 times on KAVP, 4 times on KRVG, 2 times on KWGL, and 22 times on KRGS during the first quarter.

Asthma:

Currently seven million children in the United States have been diagnosed with asthma. Two-thirds of these children will have a severe asthma attack within the year. These PSA's provide tips on how to eliminate specific triggers for those suffering from asthma, such as household molds and smoking around those with asthma. For example, airborne allergens can trigger an asthma attack so they encourage parents to get their child on antihistamines to prevent this. The PSA's also point out other triggers such as low levels of particulate matter, pollution within the Ozone, and carbon monoxide in the air that can also worsen asthma symptoms. Parents and guardians are encouraged to visit noattacks.org for more information. These 30 and 60 second PSA's ran 44 times on KZKS, 227 times on KAVP, 45 times on KRVG, 73 times on KWGL, and 135 times on KRGS during the first quarter.

Angry Robot-- Abusive Texting:

One in four teens have reported to have been called names, harassed, or put down by their romantic partners via text messaging and/or phone calls. The PSA's are a robotic voice sending what start out to be harmless text messages. However, the texts shift to having an angry and controlling demeanor, wanting to know why the person isn't responding and what exactly they are doing. Unfortunately, most teens do not realize that these can be signs of an abusive relationship; they brush it off as their partner simply being annoying or caring a lot about them. The Family Violence Prevention Fund, partnered with the Office of Violence Against Women, have created these PSA's to try to help teens recognize abuse within their relationships and give them the tools needed to initiate a conversation about it. Listeners are directed to ThatsNotCool.com for more information. These 60 second PSA's ran 19 times on KZKS, 102 times on KAVP, 6 times on KRVG, 3 times on KWGL, and 49 times on KRGS during the first quarter.

Energy Saving:

In a typical U.S. home, appliances and electronics are responsible for up to 20 percent of the household energy bill. Launched in 2008, the campaign aims to reach homeowners who are looking for ways to save money. The PSA's demonstrate that by taking energy efficient actions in the home, homeowners can save money by reducing their energy bill. New TV PSA's released in 2013 encourage homeowners to save energy by taking simple but effective actions around the home. For example, homeowners who turn back their thermostat 10 - 15 degrees for eight hours a day, wash their laundry in cold water, and make sure their water heater is set to 120 degrees can save money on their cooling and heating bills. Since the launch of the Energy Efficiency campaign, there have been significant shifts in some key attitudes and behaviors surrounding energy efficiency: 67 percent of homeowners felt that it was not hard to save energy, increasing significantly in just one year from 61 percent in 2011 to 67 percent in 2012. Also, 49 percent of homeowners reported doing things to save energy often. This increased significantly from 44 percent in 2011 to 49 percent in 2012. These 60 second PSA's ran 44 times on KZKS, 228 times on KAVP, 45 times on KRVG, 73 times on KWGL, and 135 times on KRGS during the first quarter.

COPD:

COPD is a disease where the airways of the lungs are partially blocked, making it extremely difficult for the person to breathe, affecting even the smallest of daily tasks. Every year, over 12 million people are diagnosed with COPD and it is likely that there is another 12 million out there who have COPD but go undiagnosed. COPD is the 3rd leading cause of deaths in America, killing more than 120,000 Americans each year. While there is no cure, there are treatment options such as pulmonary rehabilitation, regular exercise, oxygen therapy and, on rare occasion, surgery. The PSA's also state that those diagnosed with COPD should take appropriate measures to avoid getting colds, the flu, or any other respiratory illnesses, as they can worsen COPD symptoms. These 30 and 60 second PSA's ran 20 times on KZKS, 101 times on KAVP, 6 times on KRVG, 2 times on KWGL, and 51 times on KRGS during the first quarter.

DUIs:

Drunk driving has always been a constant problem in the United States. In 2012 alone 10,322 people died in drunk driving related crashes, roughly 51 people per minute. In 1992 the campaign "Friends don't let friends drive drunk" was released, but was ultimately ineffective. People didn't believe that the message was relevant to them because they didn't believe they were technically "drunk" when they got behind the wheel, they were just "buzzed". These new PSA's focus on the ultimate financial cost of driving under the influence and stress that "buzzed" driving is in fact drunk driving. The overall cost of getting pulled over for a DUI is roughly \$10,000 in fines and legal fees. These 60 second PSA's ran 39 times on KZKS, 202 times on KAVP, 12 times on KRVG, 5 times on KWGL, and 100 times on KRGS during the first quarter.

Emergency Preparedness:

While 91% of Americans believe that it is important to have a plan in place in case of emergency, however only 58% of them have reported taking any steps toward creating such a plan. To encourage parents to engage their children in a conversation about preparing for emergencies, including natural and man-made disasters, FEMA and the Ad Council created new PSA's as part of their Ready Kids campaign. Created pro-bono by New York-based advertising agency Deutsch Inc., these PSA's take a humorous approach to emphasize the importance for parents to involve their children in the preparedness process. Through these PSA's, families are provided preparedness conversation starters including: who to call as your out-of-state emergency contact, where to meet if everyone is separated, and what to pack as part of your emergency supply kit. The PSA's direct to the redesigned Ready Kids website where parents can find the resources they need to make preparedness a year-round family activity. Launched in 2006, Ready Kids encourages parents to teach their children (ages 7-12) about disaster preparedness year-round by providing tools and resources to assist with the conversation. The campaign is a family-friendly extension of the national Ready campaign, which has proven to be one of the most successful campaigns in Ad Council's 72-year history. These 60 second PSA's ran 40 times on KZKS, 201 times on KAVP, 12 times on KRVG, 5 times on KWGL, and 100 times on KRGS during the first quarter.

Wildfires:

Wildfires are an inevitable fact of life for many communities across the country. Wildfire Preparedness is one where its members understand and accept their wildfire risk and have taken pro-active steps to improve the safety and resilience of their homes, landscapes, and community assets to withstand a wildfire. The newest PSA's empower residents to recognize hazards around their home that may be unsafe in the often inevitable event of a wildfire. Listeners are directed to FireAdapted.org for more information. While you can't control when a wildfire may strike, you can prepare in advance to help control what happens when they do. These 60 second PSA's ran 39 times on KZKS, 202 times on KAVP, 13 times on KRVG, 7 times on KWGL, and 100 times on KRGS during the first quarter.