

July 7, 2015

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.

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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 fourth quarter we aired 134 crime reports for Garfield county and 118 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](http://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 8 times on KWGL, 8 times on KRVG, 78 times on KRGS, 21 times on KAVP, and 28 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](http://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 4 times on KWGL, 6 times on KRVG, 62 times on KRGS, 82 times on KAVP, and 27 times on KZKS/KAYW.

### **DAV: Veterans**

DAV (Disabled American Veterans) is one of America's largest and most effective veterans service organizations. They have more than 1,300 chapters serving 1.2 million members nationwide. DAV offers free, professional assistance to veterans and their families in obtaining benefits and services earned through military service and provided by the Department of Veterans Affairs (VA) and other agencies of government. They represent the interests of disabled veterans, their families, their widowed spouses and their orphans before Congress, the White House and the Judicial Branch, as well as state and local government. The DAV's goal is to provide a structure through which disabled veterans can express their compassion for their fellow veterans through a variety of volunteer programs.

The U.S. Department of Veterans Affairs estimates that PTSD afflicts: Almost 31 percent of Vietnam veterans, as many as 10 percent of Gulf War (Desert Storm) veterans, and 11 percent of veterans of the war in Afghanistan. Hundreds of thousands of soldiers have been wounded in war throughout our history. The DAV provides as much help as they possibly can to getting our veterans through whatever hardship serving our country has caused them. Their PSAs discuss the physical and mental well being of veterans, as well as the different hardships that female veterans specifically might have endured. These 30 and 60 second PSA's ran 9 times on KWGL, 26 times on KRVG, 128 times on KRGS, 214 times on KAVP, and 43 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 3 times on KWGL, 6 times on KRVG, 15 times on KRGS, 18 times on KAVP, and 4 times on KZKS/KAYW.

### **Digital Deadwalkers:**

Founded in 1933, the Academy is the preeminent provider of musculoskeletal education to orthopaedic surgeons and others in the world. Its continuing medical education activities include a world-renowned Annual Meeting, multiple CME courses held around the country and at the Orthopaedic Learning Center, and various medical and scientific publications and electronic media materials.

Danger lurks at every corner of our cities and towns, but what if pedestrians are the ones posing the threats to themselves and others? "Digital Deadwalkers," 30- and 60-second radio spots, encourages pedestrians to engage in and with their surroundings for better bone and joint health. Distracted driving's cousin—distracted walking—is rearing its ugly head. And, it's a growing public issue for drivers and other pedestrians, too. After all, orthopaedic surgeons would rather help your viewers keep their bones and joints strong and intact than put them back together.

In recent years, the Academy's public service campaigns have focused on the dangers of distracted driving. But this year, the campaign is moving in a slightly different direction to highlight the threat posed by "distracted driving's cousin—distracted walking." "We know that the number of injuries to pedestrians using their phones has nearly tripled since 2004, and surveys have shown that 60 percent of pedestrians are distracted by other activities while walking," said Alan S. Hilibrand, MD, chair of the AAOS Communications Cabinet. "Since 2009, the AAOS 'Decide to Drive' campaign has educated children, teens, and adults about the dangers of distracted driving. For 2015, we are expanding this message to include the dangers of distracted walking."

These 30 and 60 second PSA's ran 1 time on KWGL, 8 times on KRVG, 48 times on KRGS, 78 times on KAVP, and 15 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 1 time on KWGL, 2 times on KRVG, 32 times on KRGS, 65 times on KAVP, and 4 times on KZKS/KAYW.