

Western Slope Communications, LLC - Issues & Programs 1st Qt 2024

April 2, 2024

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.

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 and 30 second PSAs were aired 28 times on KWGL, 36 times on KRVG, 153 times on KAVP, and 33 times on KZKS/KAYW.

Alzheimer's Awareness

Close family members know their loved ones best, and are typically the first to notice memory issues or cognitive problems but they're often hesitant to initiate a conversation—even when they know something is wrong. For those with Alzheimer's and their family members, an early diagnosis can help decrease the burden of the disease by allowing more time for critical care planning. That's why it's so important to have these conversations. To tell real, relatable stories

of families who have benefited from early detection we created the “Our Stories” campaign in partnership with the Alzheimer’s Association. The campaign empowers people to have these critical conversations with loved ones when they notice something is different. The website Alz.org/Our Stories offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis, as well as interactive conversation starters.

These 60 second and 30 second PSAs were aired 15 times on KWGL, 29 times on KRVG, 174 times on KAVP, and 19 times on KZKS/KAYW.

Caregiver Assistance

There are 48 million unpaid family caregivers in the United States. Most caregivers are family members or friends who are working, managing their own families and caring for their loved ones at the same time. For many, the caregiving role doesn’t start all at once—it starts with simple things like scheduling a doctor’s visit or helping with daily errands, then gradually expands until it becomes a major commitment. On average, caregivers provide 23 hours of care a week, the equivalent of an unpaid, part-time job. Since 2011, we have encouraged caregivers to care not only for their loved ones, but also for themselves. To date, the campaign has targeted several audiences: general market women age 40 to 60, male caregivers age 35 to 60, and Hispanic/Latino and African American/Black caregivers with an emphasis on women ages 35 to 60. The campaign directs viewers to AARP’s Family Caregiving site, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance, and more.

These 60 second and 30 second PSA's ran 4 times on KWGL, 4 times on KRVG, 39 times on KAVP, and 4 times on KZKS/KAYW.

Child Car Safety

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. 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.

These 60 second and 30 second PSAs were aired 16 times on KWGL, 30 times on KRVG, 150 times on KAVP, and 24 times on KZKS/KAYW.

Diabetes

More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes—a serious health condition that can lead to a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes don't know they have it. Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed.

These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting DoIHavePrediabetes.org to learn more about prediabetes.

These 60 second and 30 second PSAs were aired 19 times on KWGL, 36 times on KRVG, 207 times on KAVP, and 34 times on KZKS/KAYW.