

Western Slope Communications, LLC - Issues & Programs 3rd Qt 2023

October 2, 2023

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.

High School Equivalency

For more than 34 million American adults without a high school diploma, opportunities are limited. Many are living in poverty. But it's not too late. Since 2010, FinishYourDiploma.org has connected more than one million people with free adult education classes to help them earn their high school equivalency, so they can connect to a better tomorrow.

These 60 second and 30 second PSAs were aired 10 times on KWGL, 18 times on KRVG, 29times on KAVP, and 15 times on KZKS/KAYW.

Saving For Retirement

America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity. People 50 and older are the fastest growing age segment in America, and they can expect to pay for a longer retirement. Yet nearly seven in 10 Americans approaching retirement having less than a year's income saved. Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. The campaign directs viewers to a three-minute online chat with Avo, a friendly digital retirement coach. After completing the chat, viewers receive a personalized retirement savings action plan with free tips to help them take charge of their financial futures today.

These 60 second and 30 second PSAs were aired 18 times on KWGL, 20 times on KRVG, 225 times on KAVP, and 35 times on KZKS/KAYW.

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 60 second and 30 second PSAs were aired 13 times on KWGL, 21 times on KRVG, 111 times on KAVP, and 20 times on KZKS/KAYW.

Suicide Prevention

Young adulthood is a critical time, when many people experience mental health issues and significant stress from life transitions like moving from home and beginning college or a career. Seize the Awkward empowers young adults to help friends who are struggling with mental health issues (and who may be at risk for suicide) by encouraging them to consistently start and sustain conversations about mental health with their friends. The new iteration of the campaign, "Whatever Gets You Talking," showcases the variety of ways young people can start and continue those conversations with their friends, whether that be through a GIF, emoji, call or text. The campaign drives to SeizeTheAwkward.org, where visitors can explore resources and tools to help them start a conversation with a peer around mental health.

These 60 second and 30 second PSA's ran 18 times on KWGL, 19 times on KRVG, 109 times on KAVP, and 22 times on KZKS/KAYW.

Texting & Driving

Texting and driving is dangerous – that is a fact. Americans are highly aware of and concerned about the issue. More than nine in ten Americans believe sending (94%) and reading (91%) texts while driving is dangerous or very dangerous. There have been many efforts to educate and convey the potential consequences of texting and driving using scare tactics or preachy messaging. And, while research shows that people are convinced that the behavior is dangerous, they are still doing it. In order to address the disconnect between awareness and behavior, the Texting and Driving Prevention campaign aims to go beyond showing people the potential crashes and gruesome end results. Instead, PSAs address the fact that individuals are personally engaging in a behavior that they know is dangerous and remind young adults 16-34 that no one is special enough to text and drive.

These 60 second and 30 second PSAs were aired 15 times on KWGL, 25 times on KRVG, 105 times on KAVP, and 15 times on KZKS/KAYW.