

KWTS 91.1 FM
“The Station for Your Generation”
Canyon, Texas

ISSUES & PROGRAMS 2018
2nd QUARTER

DATE: April 17, 2018

TIME: 3:00 PM

DURATION: 8 minutes

ISSUE: Recycling

DISCUSSION OF ISSUE: When we recycle, we give garbage another life. Shampoo bottles transform into hairbrushes. Body wash bottles become toothbrushes. Toilet paper rolls turn into tissue boxes. Today, curbside recycling programs exist in 63% of American communities— making it more possible than ever to give new life to the products we use. Even so, only about a third of the 1,600 pounds of garbage every American generates each year gets recycled or composted. Don't let litter linger in landfills when it still has more to give! Motivate your community to learn more about what they can recycle—including bathroom and other personal care products—and to make recycling an everyday habit. Think what we could create if we all worked together to turn more trash into treasure.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 72

DATE: April 24, 2018

TIME: 1:30 PM

DURATION: 10 minutes

ISSUE: Shelter Pets/Adoptions

DISCUSSION OF ISSUE: Admit it. You like watching pet videos on YouTube and following the furry celebrities on Instagram. There are dogs that bring the party. Dogs who are real life fashion icons. And even cats who play the keyboard. Does it surprise you to learn that many of the Internet's biggest pet celebrities got their start when they were adopted from shelters and rescue groups? Each year, 6-8 million dogs and cats will enter shelters and rescue groups, yet only half will be adopted. This leaves millions of healthy and treatable dogs and cats who still need our help to find a home. Millions of Americans will look for a new cat or dog to bring home. Encourage them to find their furry friends at shelters and rescue groups. While not every shelter cat or dog will be a social media star, they all will star as someone's new best friend.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 61

DATE: May 1, 2018

TIME: 11:00 AM

DURATION: 10 minutes

ISSUE: Wildfires

DISCUSSION OF ISSUE: For over 70 years, Smokey Bear has been protecting our forests and getting the word out about wildfire prevention. His powerful message, "Only you can prevent wildfires," is at the heart of one of America's longest running PSA campaigns. Indeed, Smokey is an icon: in 2017, 80% of outdoor recreationists (18+) correctly identified Smokey Bear's image and 8 in 10 recognized the campaign. Although Smokey has been essential to wildfire prevention education over the last seven decades, he still needs help, as even today, nearly 9 out of 10 wildfires nationwide are caused by people.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 68

DATE: May 8, 2018

TIME: 1:00 PM

DURATION: 8 minutes

ISSUE: EMERGENCY PREPARE

DISCUSSION OF ISSUE: The Ready campaign from Federal Emergency Management Agency (FEMA) is designed to prepare American families for an effective response to whatever natural or man-made disaster may come next. While the country has experienced recent devastating natural disasters, such as earthquakes, wildfires, tornados and hurricanes, only 20% of Americans say they feel very prepared for a disaster. Yet 64% of Americans say disaster preparation is very important for people to do. The Ready campaign's resources can help close that gap.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 67

DATE: May 15, 2018

TIME: 3:00 PM

DURATION: 10 minutes

ISSUE: DOMESTIC VIOLENCE/FAMILY SUPPORT SERVICES

DISCUSSION OF ISSUE: FSS serves over 25,000 people each year, including victims of sexual assault, family violence, and human trafficking; at-risk children, families, and individuals; people in need of individual, group, marital, and family counseling; and veterans, family members of veterans, and surviving spouses. Family Support Services places an emphasis on helping Amarillo and Texas Panhandle residents, especially during times of crisis or family turmoil. We are governed by a community volunteer board and trace our roots back to the beginning of social services in Amarillo. We provide integrated services in a continuum of care to meet the diverse needs of our clients, regardless of their ability to pay. The population served includes individuals in the Panhandle region, although most of our clients reside in Amarillo and Canyon.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 80

DATE: May 22, 2018

TIME: 2:00 PM

DURATION: 9 minutes

ISSUE: CASA

DISCUSSION OF ISSUE: By becoming a **Court Appointed Special Advocate**, or **CASA volunteer**, you can help provide a voice for children who have been abused or neglected. CASA volunteers are individuals from all walks of life who speak up for a child's best interests in court. You are not a foster parent, you are a *voice* making a real difference at a critical turning point in the child's life. CASA volunteers get to know the child and gather information from everyone involved in his or her daily life, including family members, foster parents, teachers, daycare providers, doctors, lawyers, social workers and other relevant persons. CASA volunteers use the information gathered to report to the judge, advocating for the child's needs while in the foster care system. As a volunteer, you commit to represent a child's best interests while they are in care.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 63

DATE: May 29, 2018

TIME: 10:00 AM

DURATION: 8 minutes

ISSUE: Fatherhood

DISCUSSION OF ISSUE: Fathers play a critical role in their children's lives and today, 86 percent of dads spend more time with their children than their own dads did with them. However, 7 out of 10 dads recognize they could use help to become even better parents. The Ad Council's Fatherhood Involvement campaign encourages men to "take time to be a dad today" by playing an active role in their children's lives.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 66

DATE: June 5, 2018

TIME: 11:00 AM

DURATION: 8 minutes

ISSUE: Child Passenger Safety

DISCUSSION OF ISSUE: Motor vehicle crashes are a leading cause of death for children age 1 through 12 years-old. Based on 2012 NHTSA crash data, each day an average of almost 2 children (age 12 and younger in a passenger vehicle) were killed and 332 injured. This fatality rate could be reduced by about half if the correct child safety seat were always used. Through market research we've found that audiences are overconfident and think their kids are safe in the car. Parents constantly worry about their children's safety, yet car crashes aren't even on their radar as a real danger.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 71

DATE: June 12, 2018

TIME: 4:00 PM

DURATION: 8 minutes

ISSUE: Seat Belts

DISCUSSION OF ISSUE: Kids can always find a reason not to wear seat belts, and as parents or caregivers we can sometimes give in to their persistent objections. But one fact overrides all their weeping and whining: from 2009 to 2013, 1,522 children ages 8-14 died as passengers in motor vehicles, and almost half were unrestrained at the time. It's mandatory for kids to always buckle up, even on a quick trip around the corner.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 59

DATE: June 19, 2018

TIME: 3:00 PM

DURATION: 10 minutes

ISSUE: Texting and Driving

DISCUSSION OF ISSUE: Although most people agree that looking at a phone while driving is distracting and can increase the chance of an accident, a lot of drivers still think "it can't happen to me." That means drivers in your community are posting, liking, commenting and browsing while they are behind the wheel even though they know it's a bad idea. In fact, 25% of teens respond to a text message once or more every time they drive. No matter how confident a person is in their driving skills, there are no special abilities that make it safe to use a phone while driving.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 75

DATE: June 26, 2018

TIME: 9:00 AM

DURATION: 8 minutes

ISSUE: Discovering Nature

DISCUSSION OF ISSUE: Anytime is a perfect time for families to connect with the outdoors – and each other. And even in cities, parents can find opportunities to take their kids on adventures – from hiking and biking to ice skating and snowball fights. These experiences are so valuable: Spending time in nature gives kids a chance to move, explore and engage in unstructured and adventurous play. Kids become fitter and leaner, have lower stress levels and develop stronger immune systems. They also become more creative, and have greater respect for themselves, other people, and the environment.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 63

DATE: June 26, 2018

TIME: 10:00 AM

DURATION: 8 minutes

ISSUE: Caregiver

DISCUSSION OF ISSUE: More than 40 million Americans currently care for an aging loved one. It may start with a simple errand or scheduling a doctor's appointment, but over time caregiving can expand to a significant responsibility. Many caregivers are boomer women, often sandwiched between the needs of their parents and their own kids. These women want to provide the best possible care but can feel stressed and isolated when they can't meet their own high expectations. The impact is significant: 1 of 5 caregivers reports a decline in the quality of their physical, emotional and social well-being.

OTHER PROGRAMMING THROUGH THE QUARTER:

PUBLIC SERVICE ANNOUNCEMENTS

DURATION: 30 SECONDS/SPOT

NUMBER OF PLAYS: 72