

Western Slope Communications, LLC - Issues & Programs 3rd Qt 2018

October 1, 2018

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 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 second quarter we aired 196 crime reports for Garfield County.

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, where they can find tools to help them determine for themselves what acceptable relationship behavior are 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 0 times on KWGL, 1 time on KRVG, 56 times on KRGS, 109 times on KAVP, and 8 times on KZKS/KAYW

Bullying

In order to encourage and empower parents with the tools they need to talk to their child about being more than a bystander, The Ad Council has launched a PSA campaign on behalf of federal government, non-profit, media and corporate communities. Through this collaboration, the campaign will raise awareness about the seriousness of the issue and highlight simple, yet powerful actions children can take when they witness an act of bullying, like tell a trusted adult or help the person being bullied get away from the situation. Parents are directed to visit TheBullyProject.com/parents and StopBullying.gov where they can hear advice from experts, students and other parents on how to empower their children to be more than a bystander and help stop bullying nationwide.

These 30 and 60 second PSA's ran 3 times on KWGL, 4 times on KRVG, 91 times on KRGS, 132 times on KAVP and 22 times on KZKS/KAYW.

Addiction Support

Over 45 million Americans are directly impacted by addiction. Addiction is the leading cause of death for people under the age of 30 and since 2013, addiction related deaths have increased by 6.5%. Most people don't look for resources because they can't admit to their struggles and friends and family often don't know what they can do to help. Using powerful stories that portray the modern faces of addiction, the "Listen" campaign speaks to the friends and family of those struggling with addiction, encouraging them to listen and start the conversation about addiction with their loved ones, driving them to tips and resources housed on the campaign's microsite, heretolisten.com.

These 30 and 60 second PSA's ran 2 times on KWGL, 1 time on KRVG, 57 times on KRGS, 94 times on KAVP and 12 times on KZKS/KAYW.

Wildfires

Nearly 70,000 communities nationwide are at risk from wildfire, according to the National Association of State Foresters. For the last 12 years an average of 6.9 million acres burned each year. Wildfires put lives at risk and cost government, businesses and individuals billions of dollars each year in suppression costs and damage to homes, infrastructure, the economy and resources. A single ember that escapes from a wildfire can travel over a mile. New PSAs created pro bono by Draftfcb highlight the risk these embers pose to homes, structures and communities and remind audiences that you can't control where an ember will land, but you can control what happens when it does. Community members are encouraged to take simple, proactive steps to protect their families and neighbors by preparing in advance and addressing the wildfire hazards

around their homes and in their communities. The Ad Council has partnered with the U.S. Forest Service and Draftfcfb for more than 69 years to address the issue of wildfire prevention through the iconic character Smokey Bear and his famous “Only You Can Prevent Wildfires” tag-line.

These 30 and 60 second PSA's ran 1 time on KWGL-FM, 0 times on KRVG, 58 times on KRGS, 113 times on KAVP and 12 times on KZKS/KAYW.

Understood.Org

In the U.S., one in five children struggles with a learning and/or attention issue. That’s 15 million kids ages three to 20, and many of their issues go undiagnosed. The adults in their lives often have a hard time understanding their issues due to misconceptions and a lack of information and resources. As a result, these children often face both academic and social challenges. However, with the right strategies and support, they can succeed in the classroom—and outside of it, too. This campaign stems from the idea that parents can sense when their children are struggling but may not know why, or what to do. By demonstrating the realities that children with learning and attention issues face daily, the campaign aims to increase the number of parents who are actively helping and seeking help for their kids. Parents are encouraged to visit Understood.org, a comprehensive, free online resource that empowers parents through personalized support, daily access to experts and specially designed tools to help the millions of children with learning and attention issues go from simply coping to truly thriving.

These 30 and 60 second PSAs aired 8 times on KWGL, 1 time on KRVG, 109 times on KRGS, 108 times on KAVP, and 18 times on KZKS/KAYW.