

Western Slope Communications, LLC - Issues & Programs 4th Qt 2022

January 1, 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.

Emergency Preparedness

Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan. Since 2003, our campaign has empowered individuals, families, small businesses and communities to prepare for both natural and man-made disasters. "Ready" recommends taking four steps towards preparedness: 1) Be informed about the different types of emergencies that could occur and their appropriate protective actions; 2) Make a family emergency plan including information on how to reconnect and reunite; 3) Build emergency supply kits to ensure you're prepared whether you're at home, at work, or in the car; 4) Get involved by finding opportunities to support community preparedness. The bilingual campaign encourages, educates, and empowers parents and caregivers to talk with their kids about emergency preparedness and take action together by visiting Ready.gov/kids.

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

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.

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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 PSA's ran times on KWGL-FM, times on KRVG, times on KRGS, times on KAVP, and 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.

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Veterans Crisis Prevention

Veterans are at higher risk for suicide compared to the general population. The suicide rate among Veterans in 2019 was 52% higher than non-Veteran adults in the U.S., according to the 2021 National Veteran Suicide Prevention Annual Report. Stressful life events like divorce, job loss, or housing troubles can be risk factors for suicide. Among Veterans, these challenges can be compounded by the stigma around seeking help. But there is hope – resources are available and suicide is preventable. The new national Veterans campaign from the U.S. Department of Veterans Affairs and the Ad Council, "Don't Wait, Reach Out", encourages Veterans to reach out for help before their challenges become overwhelming or reach a crisis point. The campaign directs to VA.gov/reach, a new website with comprehensive resources and a user-friendly experience that makes it easier for Veterans to find guidance and support from across the full breadth of the VA's offerings.

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