

Western Slope Communications, LLC - Issues & Programs 2nd Qt 2019

July 3, 2019

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 70 crime reports for Garfield County.

Child Car Safety

Motor vehicle crashes are a leading cause of death for children under 13. PSAs show parents how their love for their children extends to car safety. This means knowing the right seat for their child's age and size - from rear-facing car seats, forward-facing car seats, boosters, all the way to seat belts - and ensuring that kids are correctly buckled for every ride. Make sure your child is in #TheRightSeat at: [NHTSA.gov/TheRightSeat](https://www.nhtsa.gov/TheRightSeat) (English-language) or [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos) (Spanish-language).

These 30 and 60 second PSA's ran 7 times on KWGL-FM, 17 times on KRVG, 91 times on KRGS, 89 times on KAVP and 28 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 4 times on KWGL, 11 times on KRVG, 104 times on KRGS, 109 times on KAVP and 14 times on KZKS/KAYW.

Emergency Preparedness

In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for Americans to prepare for natural disaster. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan.

The Ad Council has partnered with FEMA on the Ready Campaign since 2003, with the goal of educating Americans about the best ways to prepare. The Ready Campaign 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 an emergency supply kit to have supplies you will need whether at home, at work or in the car; and 4) get involved by finding opportunities to support community preparedness.

The new 2015 campaign includes English and Spanish-language TV, radio, outdoor, print and digital PSAs. Created pro bono by Chicago-based advertising agency Schafer Condon Carter, the PSAs illustrate the importance of having a family plan in the event of an emergency by showing real emergency moments and asking the question, "When is the right time to prepare?"

Through these PSAs, families are faced with the harsh reality of what can happen when you don't have an emergency plan in place before a disaster or emergency strikes. The PSAs direct audiences to know where to find their families when a disaster strikes, and to start their emergency plans at Ready.gov/communicate, which provide extensive resources to help develop and practice a family emergency communication plan.

These 30 and 60 second PSA's ran 3 times on KWGL-FM, 8 times on KRVG, 49 times on KRGS, 15 times on KAVP and 9 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 30 and 60 second PSA's ran 7 times on KWGL-FM, 12 times on KRVG, 88 times on KRGS, 38 times on KAVP and 17 times on KZKS/KAYW.

Underage Drinking

Underage Drinking and Driving: the Ultimate Party Foul. Most party fouls, let's face it, are pretty dumb. Sometimes they land you an unfortunate nickname, a nasty bruise, or make you the

star of a few embarrassing snaps. But the damage usually ends there. Underage drinking and driving, however, is a party foul with real consequences. Get busted, and you could pay fines, do community service, and lose your license. It's the ultimate party foul. That is the creative and strategic premise of the Ad Council's Underage Drinking and Driving Prevention campaign. Despite the fact that all 50 states have a National Minimum Drinking Age law, young drivers under legal drinking age continue to drink and drive. Drivers between 15 and 20 are involved in 10 percent of all fatal crashes and 32 percent of the drivers in this group had a BAC of .01 or higher. While the approach to underage drinking and driving has historically focused on a "don't drink at all" message, these harrowing statistics indicated a need to create a campaign that educates young drivers that consuming any alcohol and driving can have significant consequences. To create a campaign that resonates with the target, it was important that the Ad Council create a campaign that felt realistic and authentic to teenagers. Developed pro bono by ad agency Merkle and Partners, the campaign aims to stop underage drinking and driving by educating young drivers on the consequences to drinking and driving underage and providing them with tips and resources to navigate tricky social situations. All assets drive to UltimatePartyFoul.org.

These 30 and 60 second PSA's ran 1 times on KWGL-FM, 10 times on KRVG, 47 times on KRGS, 19 times on KAVP and 8 times on KZKS/KAYW.