

Western Slope Communications, LLC - Issues & Programs 4th Qt 2019

January 2, 2020

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.

Adoption from Foster Care

There are 415,000 children in the US foster care system. Of those children, 108,000 are awaiting adoption. Since 2004, the campaign has consistently delivered the message that "You don't have to be perfect to be a perfect parent." Using a humorous angle to communicate the seemingly challenging task of adopting a child from foster care, the PSAs reassure prospective parents that even if not "perfect," they have the ability to provide the stability and security that children in foster care need and deserve. The latest series of PSAs in this award-winning campaign ask prospective parents to consider adopting teens from foster care, as older youth are over represented in the foster care population, as they generally wait longer to be adopted. The new PSAs portray humorous scenarios that reaffirm the campaign's notion that being an imperfect parent is "perfectly normal." The PSAs reveal this through special bonding moments such as a loving father as he tries to support and console his teenage daughter during her first breakup, and a resourceful mother who tries different methods of remedying her son's hair cut gone wrong. These new PSAs illustrate to potential parents that teens in foster care don't need perfection; they need the commitment and love a permanent family can provide. Audiences are directed to visit AdoptUSKids.org or call 888-200-4005 for current, accurate information about the foster care system and the adoption process.

These 60 second PSAs were aired 7 times on KWGL, 38 times on KRVG, 168 on KRGS, 148 on KAVP, and 42 times on KZKS/KAYW.

Buzzed Driving

Every 51 minutes, someone is killed in an alcohol-related car accident. That's why we have focused on drunk driving prevention since 1983, when we released the now-classic "Friends Don't Let Friends Drive Drunk" campaign. Since that campaign's launch, nearly 70 percent of Americans have tried to stop someone from driving after drinking. Alcohol-related driving deaths reached an all-time low in 1998—but then began steadily increasing again. The Ad Council recognized the need for a new approach, so in 2005 we refreshed our classic campaign with a new message: "Buzzed Driving is Drunk Driving." The campaign's current strategy, released in early 2017, prompts viewers to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel. The

tagline “Probably Okay isn’t Okay” plants a seed of doubt and reminds drivers to find a safe way home if they’ve been drinking.

This longstanding campaign has made a significant impact: between 2005 and 2013, the percentage of young men who said they would always get a ride, taxi, or use public transport rather than drive if they felt buzzed increased from 38 percent to 49 percent.

Of course, there is still more to do. To learn more about our campaign, visit BuzzedDriving.org, where you can watch the latest PSAs, sign a pledge not to drive buzzed, and share strategies for staying safe.

These 60 second PSAs were aired 9 times on KWGL, 36 times on KRVG, 149 on KRGS, 78 on KAVP, and 46 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 9 times on KWGL-FM, 36 times on KRVG, 149 times on KRGS, 78 times on KAVP and 46 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 1 times on KWGL-FM, 7 times on KRVG, 77 times on KRGS, 81 times on KAVP and 14 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 30 and 60 second PSA's ran 1 time on KWGL-FM, 9 times on KRVG, 47 times on KRGS, 52 times on KAVP and 13 times on KZKS/KAYW.