

## **Western Slope Communications, LLC - Issues & Programs 1<sup>st</sup> Qt 2018**

April 2, 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.

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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 first quarter we aired 167 crime reports for Garfield County.

### **Digital Deadwalkers:**

Founded in 1933, the Academy is the preeminent provider of musculoskeletal education to orthopaedic surgeons and others in the world. Its continuing medical education activities include a world-renowned Annual Meeting, multiple CME courses held around the country and at the Orthopaedic Learning Center, and various medical and scientific publications and electronic media materials. Danger lurks at every corner of our cities and towns, but what if pedestrians are the ones posing the threats to themselves and others? “Digital Deadwalkers,” 30- and 60-second radio spots, encourages pedestrians to engage in and with their surroundings for better bone and joint health. Distracted driving’s cousin—distracted walking—is rearing its ugly head. And, it’s a growing public issue for drivers and other pedestrians, too. After all, orthopaedic surgeons would rather help your viewers keep their bones and joints strong and intact than put them back together. In recent years, the Academy’s public service campaigns have focused on the dangers of distracted driving. But this year, the campaign is moving in a slightly different direction to highlight the threat posed by “distracted driving’s cousin—distracted walking.” “We know that the number of injuries to pedestrians using their phones has nearly tripled since 2004, and surveys have shown that 60 percent of pedestrians are distracted by other activities while walking,” said Alan S. Hilibrand, MD, chair of the AAOS Communications Cabinet. “Since 2009, the AAOS ‘Decide to Drive’ campaign has educated children, teens, and adults about the dangers of distracted driving. For 2015, we are expanding this message to include the dangers of distracted walking.”

These 30 and 60 second PSA's ran 4 times on KWGL, 2 times on KRVG, 71 times on KRGS, 66 times on KAVP, and 15 times on KZKS/KAYW.

### **Autism:**

Autism is one of the fastest-growing serious developmental disorders in the United States. Today, 1 in 68 children is diagnosed, a nearly 30% increase in three years. Despite this high prevalence, research shows that many parents of young children have very little knowledge about the signs of autism and are not seeking help early enough. While there is currently no cure for autism, early detection and intervention can result in critical improvements across the lifespan. The campaign was developed by BBDO and Latinworks, and includes a full suite of TV, radio, print, outdoor and digital assets. TV and radio assets are available in both English and Spanish. The latest round of creative, entitled “World of Autism” takes audiences through an imaginative world to illustrate the signs of autism. The PSAs en-

courage parents to visit [AutismSpeaks.org/Signs](http://AutismSpeaks.org/Signs) to learn the signs of autism early, because seeking help can lead to better lifelong outcomes.

These 30 and 60 second PSA's ran 2 times on KWGL, 4 times on KRVG, 75 times on KRGS, 68 times on KAVP, and 18 times on KZKS/KAYW.

### **Fatherhood:**

86 percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. The campaign PSAs encourage dads to recognize the critical role fathers play in their children's lives through something as simple as a dad joke. The spots feature kids re-telling jokes their dad shared with them, highlighting that even the smallest moments fathers spend with their children can have the biggest difference in their children's lives. All PSAs direct audiences to visit [www.fatherhood.gov](http://www.fatherhood.gov) for parenting tips, fatherhood programs, and other resources.

These 30 and 60 second PSA's ran 6 times on KWGL, 3 times on KRVG, 102 times on KRGS, 99 times on KAVP, and 36 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](http://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 3 times on KWGL, 4 times on KRVG, 67 times on KRGS, 41 times on KAVP, and 22 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 Draftfcb 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 0 times on KWGL-FM, 0 times on KRVG, 43 times on KRGS, 46 times on KAVP and 10 times on KZKS/KAYW.