

Western Slope Communications, LLC - Issues & Programs 2nd Qt 2021

July 1, 2021

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.

Alzheimer's Awareness

Close family members know their loved ones best, and are typically the first to notice memory issues or cognitive problems but they're often hesitant to initiate a conversation—even when they know something is wrong. For those with Alzheimer's and their family members, an early diagnosis can help decrease the burden of the disease by allowing more time for critical care planning. That's why it's so important to have these conversations. To tell real, relatable stories of families who have benefited from early detection we created the "Our Stories" campaign in partnership with the Alzheimer's Association. The campaign empowers people to have these critical conversations with loved ones when they notice something is different. The website Alz.org/OurStories offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis, as well as interactive conversation starters.

These 60 second PSAs were aired 2 times on KWGL, 5 times on KRVG, 81 times on KRGS, 73 times on KAVP, and 22 times on KZKS/KAYW.

Buzzed Driving Prevention

The Ad Council has focused on drunk driving prevention since 1983, with the release of the now-classic "Friends Don't Let Friends Drive Drunk" campaign. As the idea of a designated driver became the cultural norm, but alcohol-related driving fatalities began to increase, we recognized the need for a new approach. In 2005, we refreshed our classic campaign with a new message: "Buzzed Driving is Drunk Driving." The most recent iteration of the Buzzed Driving Prevention campaign effort prompts young men 21 to 34 to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel by reminding them: If you need to do something to make yourself feel okay to drive, you're not okay to drive.

These 60 second and 30 second PSAs were aired 5 times on KWGL, 22 times on KRVG, 143 times on KRGS, 81 times on KAVP, and 39 times on KZKS/KAYW.

Caregiver Assistance

There are 48 million unpaid family caregivers in the United States. Most caregivers are family members or friends who are working, managing their own families and caring for their loved ones at the same time. For many, the caregiving role doesn't start all at once—it starts with simple things like scheduling a doctor's visit or helping with daily errands, then gradually expands until it becomes a major commitment. On average, caregivers provide 23 hours of care a week, the equivalent of an unpaid, part-time job. Since 2011, we have encouraged caregivers to care not only for their loved ones, but also for themselves. To date, the campaign has targeted several audiences: general market women age 40 to 60, male caregivers age 35 to 60, and Hispanic/Latino and African American/Black caregivers with an emphasis on women ages 35 to 60. The campaign directs viewers to AARP's Family Caregiving site, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance, and more.

These 60 second PSAs were aired 2 times on KWGL, 9 times on KRVG, 77 times on KRGS, 119 times on KAVP, and 13 times on KZKS/KAYW.

Child Trafficking

PACT, Partners Against Child Trafficking, is a leading authority and advocacy organization, certified by the state of Texas, that trains our youth and adults on how to: detect, defend, and disrupt against the demand in child trafficking. PACT is recognized as a Continuing Education provider by Texas Health and Human Services. Our communities and families are under siege from predators online, whether children or adults. PACT is one of the few organizations in the world that takes a preemptive strike so there is NOT ONE MORE VICTIM through education training and awareness presentations. PACT Student Training Program, an online course made by students for students, teaches students how to be aware and actively-alert against the dangers that they are vulnerable to. As a multimedia, interactive course, it provides a lasting and tangible impact on students, giving them the knowledge that most adults neglect to provide.

These 60 second PSA's ran 3 times on KWGL-FM, 15 times on KRVG, 86 times on KRGS, 70 times on KAVP, and 18 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. 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 PSAs were aired 1 time on KWGL, 7 times on KRVG, 80 times on KRGS, 120 times on KAVP, and 17 times on KZKS/KAYW.