

## **Western Slope Communications, LLC - Issues & Programs 4th Qt 2021**

January 1, 2022

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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### **Autism Speaks**

More than 8 out of 10 adults with developmental differences are unemployed, and a major hurdle they face is the lack of job opportunities in our communities. A new initiative from Lee Container, the J. Donald & Laurelle Lee Family Foundation Fund, Autism Speak, Best Buddies, Special Olympics and Delivering Jobs seeks to create a more inclusive workforce in the U.S. There are hundreds of thousands of people with autism and people with intellectual or developmental differences who are ready and willing to work in our communities. Our coalition is committed to specific goals that include hiring an inclusive workforce, providing training for hiring professionals, and providing guidelines for all employees. The campaign aims to show that ALL businesses can create a workforce where people of all abilities are able to contribute and thrive. Lee Container, a family-owned business has found success by staying true to the golden rule: treat others as you would want to be treated and that's why they are committed to hire neurodiverse employees and encouraging other businesses across America to do the same.

These 60 second and 30 second PSAs were aired 4 times on KWGL, 18 times on KRVG, 95 times on KRGS, 104 times on KAVP, and 22 times on KZKS/KAYW.

### **Ending Hunger**

These are uncertain times for everyone, but for households facing hunger, the corona virus fallout—including school closures and job disruptions—can present an even greater threat. Millions of Americans, including children, will turn to food banks for much needed support. As the largest hunger-relief organization in the United States, The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies. Updated PSAs encourage audiences to donate to Feeding America's COVID-19 Response Fund to help families in this time of urgent need.

These 60 second and 30 second PSAs were aired 8 times on KWGL, 37 times on KRVG, 204 times on KRGS, 252 times on KAVP, and 37 times on KZKS/KAYW.

## **Retirement**

America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity. People 50 and older are the fastest growing age segment in America, and they can expect to pay for a longer retirement. Yet nearly seven in 10 Americans approaching retirement having less than a year's income saved. Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. The campaign directs viewers to a three-minute online chat with Avo, a friendly digital retirement coach. After completing the chat, viewers receive a personalized retirement savings action plan with free tips to help them take charge of their financial futures today.

These 60 second and 30 second PSAs were aired 9 times on KWGL, 17 times on KRVG, 88 times on KRGS, 114 times on KAVP, and 22 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 60 second and 30 second PSA's ran 4 times on KWGL-FM, 19 times on KRVG, 96 times on KRGS, 100 times on KAVP, and 16 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 60 second and 30 second PSAs were aired 1 time on KWGL, 10 times on KRVG, 52 times on KRGS, 82 times on KAVP, and 8 times on KZKS/KAYW.