

Western Slope Communications, LLC - Issues & Programs 3rd Qt 2021

October 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.

Fatherhood Involvement

Having an involved father significantly contributes to happier and healthier children, and this is true whether a father lives with his child or not. The Fatherhood Involvement campaign encourages dads to take an active role in the lives of their children. PSAs ask dads to show off their best moves and "Dance Like a Dad," communicating that their presence is essential to their children's well-being, and that even the smallest moments can make the biggest difference. All PSAs direct audiences to visit www.fatherhood.gov for parenting tips, fatherhood programs and other resources.

These 60 second PSAs were aired 4 times on KWGL, 27 times on KRVG, 190 times on KRGS, 135 times on KAVP, and 44 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 6 times on KWGL, 20 times on KRVG, 209 times on KRGS, 234 times on KAVP, and 40 times on KZKS/KAYW.

See Something Say Something

"If You See Something, Say Something®" is a national campaign that raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement. Informed, alert communities play a critical role in keeping our nation safe. The U.S. Department of Homeland Security (DHS) is committed

to strengthening hometown security by creating partnerships with state, local, tribal, and territorial (SLTT) governments and the private sector, as well as the communities they serve. For more information, visit dhs.gov/see-something-say-something.

These 60 second PSAs were aired 2 times on KWGL, 5 times on KRVG, 51 times on KRGS, 77 times on KAVP, and 10 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 60 second PSA's ran 0 times on KWGL-FM, 11 times on KRVG, 100 times on KRGS, 106 times on KAVP, and 19 times on KZKS/KAYW.

Teach

TEACH, a non-profit organization founded by the U.S. Department of Education, partners with State Departments of Education, school districts, and universities to rebrand the teaching profession and modernize recruitment to attract the next generation of talented, diverse educators. As we succeed in our mission, we will reverse the current teacher shortage. Additionally, the teaching profession will increasingly be seen as selective, stimulating, leadership-oriented, and entrepreneurial. When this happens, every child - regardless of race, creed, income, or zip code - will have access to great teachers and the quality education they deserve. To learn more please visit www.teach.org.

These 60 second PSAs were aired 1 time on KWGL, 7 times on KRVG, 50 times on KRGS, 79 times on KAVP, and 9 times on KZKS/KAYW.