

Western Slope Communications, LLC - Issues & Programs 2nd Qt 2020

July 1, 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.

Alzheimer's

More than 5 million Americans live with Alzheimer's but less than half are ever diagnosed. Close family members, who know their loved ones best, are typically the first to notice memory issues or cognitive problems, but they are often hesitant to say something – even when they know something is wrong. While acknowledging why your loved one may be acting differently is hard, it can be critical, as early detection of Alzheimer's can make a difference in managing the disease. Most people are unaware of the substantial benefits of early diagnosis and avoid taking the first step to getting help: having the tough conversation with their loved one when they notice changes in their attitude or behavior. By telling real, relatable stories of families who have benefited from early detection of Alzheimer's, the campaign empowers people to have these critical conversations with loved ones when they notice something is different.

These 60 and 30 second PSAs were aired 5 times on KWGL, 31 times on KRVG, 79 on KRGS, 65 on KAVP, and 22 times on KZKS/KAYW.

Caregiver Assistance

There are 40 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, but gradually expands over time until it becomes a major commitment in their lives. Many caregivers provide up to 20 hours of care a week, equivalent to the time commitment of an unpaid, part-time job.

The campaign's latest round of work encourages caregivers to care not only for their loved ones, but also for themselves. The PSAs drive to AARP's Caregiving Resource Center, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance and more.

These 60 second PSAs were aired 1 time on KWGL, 25 times on KRVG, 77 on KRGS, 120 on KAVP, and 19 times on KZKS/KAYW.

Discover Nature

Studies show that when kids spend time outdoors, they become healthier, have lower stress levels and develop stronger immune systems. They also become more creative, and have greater respect for themselves, other people, and the environment. Our campaign encourages parents and caregivers to reconnect with their family and nature by experiencing it firsthand. Immersive and restorative experiences are available in urban parks, green spaces, and preserves. Through exploration of local forests and parks, kids can build a lifelong connection to nature. The campaign connects families to green spaces in their neighborhood by entering their zip code at DiscoverTheForest.org or DescubreElBosque.org.

These 30 and 60 second PSA's ran 5 times on KWGL-FM, 49 times on KRVG, 156 times on KRGS, 195 times on KAVP and 55 times on KZKS/KAYW.

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 30 and 60 second PSA's ran 9 times on KWGL-FM, 41 times on KRVG, 190 times on KRGS, 80 times on KAVP and 56 times on KZKS/KAYW.

Ending Hunger

These are uncertain times for everyone, but for households facing hunger, the coronavirus 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 30 and 60 second PSA's ran 9 times on KWGL-FM, 55 times on KRVG, 158 times on KRGS, 205 times on KAVP and 38 times on KZKS/KAYW.