

Western Slope Communications Issues & Programs 3rd Qtr 2013

10-10-2013

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.

Working with the Montrose, Mesa and Garfield County Sherriff's departments we aired crime reports and tip line requests for each county, produced by the individual departments, 60 seconds in length. On KRVG we aired 12, 49 on KRGS, and 39 for KZKS, these aired all quarter.

Colorado Parks & Wildlife: Our Mission is to perpetuate the wildlife resources of the state, to provide a quality state parks system, and to provide enjoyable and sustainable outdoor recreation opportunities that educate and inspire current and future generations to serve as active stewards of Colorado's natural resources.

Colorado Parks and Wildlife was created in 2011 by the merger of Colorado State Parks and the Colorado Division of Wildlife, two nationally recognized leaders in conservation, outdoor recreation and wildlife management. Colorado Parks and Wildlife manages 42 state parks, all of Colorado's wildlife, more than 300 state wildlife areas and a host of recreational programs.

Colorado's 42 state parks attract more than 11 million visitors per year, offering exceptional settings for healthy, fun-filled outdoor recreation with family and friends that promote stewardship of our natural resources.

Colorado Parks and Wildlife issues hunting and fishing licenses, conducts research to improve wildlife management activities, protects high priority wildlife habitat through acquisitions and partnerships, provides technical assistance to private and other public landowners concerning wildlife and habitat management and develops programs to understand, protect and recover threatened and endangered species.

Colorado Parks and Wildlife also administers the state's trail program and registers boats, snowmobiles, off-highway vehicles and river outfitters.

Parks and Wildlife employees and their partners work together to provide ongoing and outstanding customer service through recreational programs, amenities, and

services. Together with CPW we air safety messages for pets, boating, wildlife and habitat programs. These 30 and 60 second spots aired all quarter long. 450 times on KAVP, KRGS 460 times, 398 times on KRVG, KWGL 472 times, and 454 times on KZKS.

These are 30 and 60 second Psa's about Chronic absenteeism, missing 10% (just 18 days) or more of school for any reason, is a critical warning sign that a student will fall behind and risk not graduating high school. Nationwide, as many as 7.5 million students miss nearly a month of school every year. That's 135 million days of lost time in the classroom. In some cities, as many as one in four students are missing that much school.

Though all parents want their children to succeed, they often have misconceptions on the importance of attendance. They believe: "Attendance really only matters in high school. Excused absences won't hurt a child's academic performance. Consecutive absences can make a child fall behind academically but one or two here and there will not make a difference."

The goal of the Boost Attendance campaign is to raise awareness about the importance of consistent school attendance and the impact absences can have on academic outcomes. Through the campaign website www.BoostAttendance.org, parents will be able to sign up for a free SMS based mobile text program that will help keep track of their child's absences and show the impact those absences can have on the student's math and reading scores and likelihood to graduate. The website also provides parents with information and resources to help ensure their children are in school every day. The Psa's ran the entire 3 quarter. 19 times on KWGL, 145 times on KAVP, KRGS 91 times, KRVG 29 times, and KZKS 39 times.

In order to encourage and empower parents with the tools they need to talk to their child about being more than a bystander, The Ad Council has launched a PSA campaign on behalf of federal government, non-profit, media and corporate communities.

Through this collaboration, the campaign will raise awareness about the seriousness of the issue and highlight simple, yet powerful actions children can take when they witness an act of bullying, like tell a trusted adult or help the person being bullied get away from the situation. Parents are directed to TheBullyProject.com/parents and StopBullying.gov where they can hear advice from experts, students and other parents on how to empower their children to be more than a bystander and help stop bullying nationwide. These 30 and 60 second PSA's ran 10 times on KZKS, 22 times on KRVG, KRGS 35 times, on KAVP 21 times, and on KWGL 43 times the entire third quarter.

88% of kids today say they like being in nature, and 79% wish they could spend more time there. However, population shifts to urban/sub-urban environments, an increase in children’s indoor activities, and a lack of awareness of or access to nearby nature locations have become barriers to this motivation.

Research shows there are many benefits to kids spending time in nature. This time spent outdoors gives children the ability to explore, use their imaginations, discover new wildlife and engage in unstructured and adventurous play.

This campaign seeks to raise awareness of these benefits, inspiring young people to discover the joy of exploring the natural world, and encouraging families to experience nature first-hand.

These 30 and 60 second PSAs feature some “wild” forest animals encouraging families to unplug and re-connect with nature. Viewers are directed to DiscoverTheForest.org, where they can search for nearby areas to explore, and pick up quick tips on enjoying their time outdoors. In the third quarter they ran 53 times on KZKS, on KWGL 14 times, KAVP 145 times, 91 times on KRGS, and on KRVG 29 times.

