

KTED - Quarterly Issues Report, January – March 2024

ISSUE: Helping Children

- Big Brother Big Sisters of Wyoming held their Pints for Potential benefit on February 3rd and being avid supporters of the organization KTED donated airtime to promote the event details for the two weeks leading in to encourage attendance, but we also always urge listeners to consider becoming a mentor through BBBS.
- The Natrona County Prevention Coalition and Mercer Family Resource Center held their annual Family Game Night Carnival on February 16 to help create stronger family bonds. KTED aired reminders several times daily for two weeks to encourage attendance, and when a winter storm forced the postponement of the event, KTED did the same for the rescheduled date of March 22.
- Girl Scouts of Montana and Wyoming launched their annual cookie sales and KTED promoted for free the last week of January all the way through the pre-order phase, with details on the upcoming dates for online sales and pop-up Cookie Booths.
- Special Olympics Wyoming hosted Jackalope Jumps across Wyoming, including Casper on February 16. KTED promoted the event from the moment we got the press release in early January and even emceed the event for the organization.

ISSUE: Food Insecurity

- KTED added a permanent button on our website to the Wyoming Food Bank so that listeners could always have a direct link to volunteer, donate or find food. They are told on the air around the clock that the button is there with a plea to help when they can.
- The Wyoming Food for Thought Project is always in need of volunteer help for the packing up and delivery of food baskets for the community. With the need ongoing, our support is ongoing, and dates and times to help are always broadcast on KTED as a constant reminder.

ISSUE: Assisting Local Less-Fortunate

- Central Wyoming Counseling Center's "Home in a Suitcase" is an always-on luggage drive to assist their residential clients' transitions back to everyday life. A simple and wonderful concept, so KTED has an always-on campaign to encourage donating luggage.
- The Nicolaysen Art Museum held a winter clothing drive January 2-12, and beginning January 1st right through the end of the drive KTED asked listeners to bring new and gently used coats, hats, gloves, etc. to the NIC lobby drop-off.
- For MLK Day, January 15th, hundreds of Natrona County resident volunteers donated and combined to produce personal hygiene/wellness kits for area unhoused. KTED encouraged involvement from January 1 up to the march that day, mentioning ways to contact ServeWyoming for further information and instructions.
- United Way is the greatest way to help many local charities at once, so KTED supports United Way of Natrona County in every way they need, including promoting for free their 13th annual Eat, Drink & Be Caring date on March 27th. And we feel that listing the participating restaurants on the air hopefully encourages other restaurants to participate in future years.

ISSUE: Animal Welfare

- Backwards Distilling Company hosted the 2nd annual Yappy Hour benefit for the Casper Humane Society. KTED promoted the event for two weeks leading into it and encouraged donations above the recommended minimum, and not just during fundraising events and activities.
- The area animal shelters are at capacity, and on February 26th Metro Animal Services waived all adoption fees to encourage adoption, and even held an off-site adoption event at our local Petco on March 9th. KTED heavily promoted the information and the needs of the shelter, including reminding listeners that spaying and neutering is the best way to prevent overpopulation to begin with.

ISSUE: Community Support

- David Street Station is a community gathering place for free, family-friendly festivities. KTED promotes every one of them, seeing how they strengthen the bonds of both family and community.
- KTED promotes every event and fundraiser for Casper Senior Network, Meals-On-Wheels and Central Wyoming Hospice and Transitions for the aging and their caregivers in our market's population.
- The Wyoming Health Fairs Health & Wellness Expo took place on January 13th. Being a free event to empower locals to make healthier choices and introduce them to providers who can assist them in healthier ways benefits us all, so KTED promoted it heavily from January 1st right up to and through the event.
- Casper College held several free informational sessions in January and February for those seeking their High School Equivalency Certificate. KTED aired the dates and times for each of them with encouraging words for listeners seeking theirs.