

Western Slope Communications, LLC - Issues & Programs 4th Qt 2023

January 3, 2024

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 Awareness

Close family members know their loved ones best, and are typically the first to notice memory issues or cognitive problems but they're often hesitant to initiate a conversation—even when they know something is wrong. For those with Alzheimer's and their family members, an early diagnosis can help decrease the burden of the disease by allowing more time for critical care planning. That's why it's so important to have these conversations. To tell real, relatable stories of families who have benefited from early detection we created the "Our Stories" campaign in partnership with the Alzheimer's Association. The campaign empowers people to have these critical conversations with loved ones when they notice something is different. The website Alz.org/Our Stories offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis, as well as interactive conversation starters.

These 60 second and 30 second PSAs were aired 22 times on KWGL, 30 times on KRVG, 96 times on KAVP, and 28 times on KZKS/KAYW.

Empowering Girls in STEM

While women make up half of the U.S. college-educated workforce, they hold only a little over a fourth of all STEM jobs. Research shows that young girls like STEM subjects—science, technology, engineering and math—but often feel that STEM isn't for them due to outdated stereotypes. Girls are scared to fail in STEM, but She Can STEM shows girls that STEM is in everything, and experimenting is part of the journey. She Can STEM inspires middle school girls to stay interested in STEM by showcasing how messy, experimental and hands-on STEM can be, and how daring to STEM can change the world.

These 60 second and 30 second PSAs were aired 22 times on KWGL, 29 times on KRVG, 132 times on KAVP, and 23 times on KZKS/KAYW.

Suicide Prevention

Young adulthood is a critical time, when many people experience mental health issues and significant stress from life transitions like moving from home and beginning college or a career. Seize the Awkward empowers young adults to help friends who are struggling with mental health issues (and who may be at risk for suicide) by encouraging them to consistently start and sustain conversations about mental health with their friends. The new iteration of the campaign, “Whatever Gets You Talking,” showcases the variety of ways young people can start and continue those conversations with their friends, whether that be through a GIF, emoji, call or text. The campaign drives to SeizeTheAwkward.org, where visitors can explore resources and tools to help them start a conversation with a peer around mental health.

These 60 second and 30 second PSA's ran 24 times on KWGL, 28 times on KRVG, 90 times on KAVP, and 29 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 27 times on KWGL, 24 times on KRVG, 130 times on KAVP, and 26 times on KZKS/KAYW.

Veterans Crisis Prevention

Veterans are at higher risk for suicide compared to the general population. The suicide rate among Veterans in 2019 was 52% higher than non-Veteran adults in the U.S., according to the 2021 National Veteran Suicide Prevention Annual Report. Stressful life events like divorce, job loss, or housing troubles can be risk factors for suicide. Among Veterans, these challenges can be compounded by the stigma around seeking help. But there is hope – resources are available and suicide is preventable. The new national Veterans campaign from the U.S. Department of Veterans Affairs and the Ad Council, “Don’t Wait, Reach Out”, encourages Veterans to reach out for help before their challenges become overwhelming or reach a crisis point. The campaign directs to VA.gov/reach, a new website with comprehensive resources and a user-friendly experience that makes it easier for Veterans to find guidance and support from across the full breadth of the VA’s offerings.

These 60 second and 30 second PSAs were aired 9 times on KWGL, 9 times on KRVG, 92 times on KAVP, and 8 times on KZKS/KAYW.