

Western Slope Communications, LLC - Issues & Programs 1st Qt 2019

October 2, 2019

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.

Addiction Support

Over 45 million Americans are directly impacted by addiction. Addiction is the leading cause of death for people under the age of 30 and since 2013, addiction related deaths have increased by 6.5%. Most people don't look for resources because they can't admit to their struggles and friends and family often don't know what they can do to help. Using powerful stories that portray the modern faces of addiction, the "Listen" campaign speaks to the friends and family of those struggling with addiction, encouraging them to listen and start the conversation about addiction with their loved ones, driving them to tips and resources housed on the campaign's microsite, heretolisten.com.

These 30 and 60 second PSA's ran 0 times on KWGL, 11 times on KRVG, 51 times on KRGS, 82 times on KAVP and 8 times on KZKS/KAYW.

Adoption from Foster Care

There are 415,000 children in the US foster care system. Of those children, 108,000 are awaiting adoption. Since 2004, the campaign has consistently delivered the message that "You don't have to be perfect to be a perfect parent." Using a humorous angle to communicate the seemingly challenging task of adopting a child from foster care, the PSAs reassure prospective parents that even if not "perfect," they have the ability to provide the stability and security that children in foster care need and deserve. The latest series of PSAs in this award-winning campaign ask prospective parents to consider adopting teens from foster care, as older youth are over represented in the foster care population, as they generally wait longer to be adopted. The new PSAs portray humorous scenarios that reaffirm the campaign's notion that being an imperfect parent is "perfectly normal." The PSAs reveal this through special bonding moments such as a loving father as he tries to support and console his teenage daughter during her first breakup, and a resourceful mother who tries different methods of remedying her son's hair cut gone wrong. These new PSAs illustrate to potential parents that teens in foster care don't need perfection; they need the commitment and love a permanent family can provide. Audiences are directed to visit AdoptUSKids.org or call 888-200-4005 for current, accurate information about the foster care system and the adoption process.

These 60 second PSAs were aired 3 times on KWGL, 49 times on KRVG, 191 on KRGS, 241 on KAVP, and 52 times on KZKS/KAYW.

Bullying

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 visit 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 4 times on KWGL, 22 times on KRVG, 104 times on KRGS, 94 times on KAVP and 17 times on KZKS/KAYW.

Wildfires

Nearly 70,000 communities nationwide are at risk from wildfire, according to the National Association of State Foresters. For the last 12 years an average of 6.9 million acres burned each year. Wildfires put lives at risk and cost government, businesses and individuals billions of dollars each year in suppression costs and damage to homes, infrastructure, the economy and resources. A single ember that escapes from a wildfire can travel over a mile. New PSAs created pro bono by Draftfcb highlight the risk these embers pose to homes, structures and communities and remind audiences that you can't control where an ember will land, but you can control what happens when it does. Community members are encouraged to take simple, proactive steps to protect their families and neighbors by preparing in advance and addressing the wildfire hazards around their homes and in their communities. The Ad Council has partnered with the U.S. Forest Service and Draftfcb for more than 69 years to address the issue of wildfire prevention through the iconic character Smokey Bear and his famous "Only You Can Prevent Wildfires" tag-line.

These 30 and 60 second PSA's ran 3 times on KWGL-FM, 7 times on KRVG, 50 times on KRGS, 83 times on KAVP and 11 times on KZKS/KAYW

Underage Drinking

Underage Drinking and Driving: the Ultimate Party Foul. Most party fouls, let's face it, are pretty dumb. Sometimes they land you an unfortunate nickname, a nasty bruise, or make you the star of a few embarrassing snaps. But the damage usually ends there. Underage drinking and driving, however, is a party foul with real consequences. Get busted, and you could pay fines, do community service, and lose your license. It's the ultimate party foul. That is the creative and strategic premise of the Ad Council's Underage Drinking and Driving Prevention campaign. Despite the fact that all 50 states have a National Minimum Drinking Age law, young drivers under legal drinking age continue to drink and drive. Drivers between 15 and 20 are involved in

10 percent of all fatal crashes and 32 percent of the drivers in this group had a BAC of .01 or higher. While the approach to underage drinking and driving has historically focused on a "don't drink at all" message, these harrowing statistics indicated a need to create a campaign that educates young drivers that consuming any alcohol and driving can have significant consequences. To create a campaign that resonates with the target, it was important that the Ad Council create a campaign that felt realistic and authentic to teenagers. Developed pro bono by ad agency Merkle and Partners, the campaign aims to stop underage drinking and driving by educating young drivers on the consequences to drinking and driving underage and providing them with tips and resources to navigate tricky social situations. All assets drive to UltimatePartyFoul.org.

These 30 and 60 second PSA's ran 2 times on KWGL-FM, 14 times on KRVG, 48 times on KRGS, 12 times on KAVP and 12 times on KZKS/KAYW.