

Western Slope Communications, LLC - Issues & Programs 2nd Qt 2022

July 1, 2022

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.

High Blood Pressure Control

Nearly half of all adults in the United States have high blood pressure, and 50% of those with high blood pressure do not have their condition under control. Uncontrolled high blood pressure can lead to heart attack, stroke and other serious health issues. However, people with high blood pressure can create a treatment plan with their doctor that can help reduce their risk. Our campaign features survivors of heart attacks and strokes who encourage people with high blood pressure to talk to their doctor about starting—or restarting—a treatment plan that works for them. Your blood pressure numbers could change your life. Start taking the right steps at ManageYourBP.org.

These 60 second and 30 second PSAs were aired 11 times on KWGL, 9 times on KRVG, 54 times on KRGS, 80 times on KAVP, and 9 times on KZKS/KAYW.

Caregiver Assistance

There are 48 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, then gradually expands until it becomes a major commitment. On average, caregivers provide 23 hours of care a week, the equivalent of an unpaid, part-time job. Since 2011, we have encouraged caregivers to care not only for their loved ones, but also for themselves. To date, the campaign has targeted several audiences: general market women age 40 to 60, male caregivers age 35 to 60, and Hispanic/Latino and African American/Black caregivers with an emphasis on women ages 35 to 60. The campaign directs viewers to AARP's Family Caregiving site, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance, and more.

These 60 second and 30 second PSAs were aired 17 times on KWGL, 25 times on KRVG, 121 times on KRGS, 161 times on KAVP, and 26 times on KZKS/KAYW.

Child Car Safety

Motor vehicle crashes are a leading cause of death for children under 13. This campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding them of the importance of getting the big stuff, like car safety, right. To ensure parents and caregivers are properly securing their children in the best car seat restraint for their age and size, they can visit NHTSA.gov/TheRightSeat or NHTSA.gov/Protegidos.

These 60 second and 30 second PSA's ran 60 times on KWGL-FM, 48 times on KRVG, 203 times on KRGS, 210 times on KAVP, and 45 times on KZKS/KAYW.

Diabetes

More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes—a serious health condition that can lead to a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes don't know they have it. Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed.

These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting DoIHavePrediabetes.org to learn more about prediabetes.

These 60 second and 30 second PSAs were aired 18 times on KWGL, 21 times on KRVG, 109 times on KRGS, 102 times on KAVP, and 17 times on KZKS/KAYW.

Drug-Impaired Driving Prevention

Although several states have legalized marijuana use, driving when impaired by any substance remains illegal in all 50 states and in Washington, D.C. Many marijuana users don't see a problem with driving after use, but research shows marijuana can slow reaction time, impair judgment of distance, and decrease coordination - all skills necessary for the safe operating of a vehicle. Our campaign targets young men aged 18 to 35, many of whom reject the common stereotypes of marijuana users - and reminds viewers that if you feel different, you drive different. Don't drive high.

These 60 second and 30 second PSAs were aired 16 times on KWGL, 10 times on KRVG, 47 times on KRGS, 23 times on KAVP, and 13 times on KZKS/KAYW.