

Western Slope Communications Issues & Programs 1st Qtr 2013

4-10-13

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 140, 188 on KRGS, 14 on KWGL, 136 for KAVP and 133 for KZKS, these aired all quarter.

Drunk driving is one of the most frequently committed crimes in the United States, killing someone approximately every 48 minutes. In 2009, nearly 11,000 people died in highway crashes involving a driver or a motorcycle operator with a blood alcohol concentration of .08 or higher, representing nearly 32% of all traffic fatalities. Although significant progress has been made since 1983 when the Ad Council and the National Highway Traffic Safety Administration (NHTSA) first partnered on anti-drinking and driving messaging, there is still a lot of work to be done on this issue. Research shows that far too many people justify that they can drive after drinking because they feel "just buzzed." The buzzed driver is one who drinks and drives, but does not consider him or herself a hazard on the roadway or a drunk driver because "only a few" drinks are consumed. The campaign educates people that "Buzzed Driving is Drunk Driving". These 60 second PSA's aired 48 times on KAVP, 29 times on KRVG, 17 times on KWGL, 22 times on KRGS, and 3 times on KZKS all quarter.

The ads, Child Car Seat Safety released in partnership with the Ad Council, promote car seat safety among parents of children up to age 12. Data from the Department of Transportation's National Highway Traffic Safety Administration (NHTSA) show an estimated 8,959 lives were saved by child restraint systems from 1975 to 2008. Safety is the top priority for everyone on our roadways, and they calling on parents to do everything they can to protect our most vulnerable passengers. The new public service announcement and website will help parents understand the differences in child safety seats, make sure they choose the right seat for their child, and properly secure them every time they get behind the wheel. 60 second PSA's were run 3 times on KZKS, 14 times on KRVG, 15 times on KWGL, 9 times on KRGS, and 49 times on KAVP all quarter.

More than half of America's boomer caregivers, ages 40 to 60, need support and help, according to a new survey conducted by AARP and the Ad Council. The survey coincides with the launch of a new multimedia public service advertising (PSA) campaign created to provide information and support to the more than 42 million unpaid caregivers nationwide, many of whom feel isolated and alone in caring for their loved ones. The new *Caregiver Assistance* PSAs, created *pro bono* by ad agency Butler, Shine, Stern & Partners (BSSP), illustrate the physical, emotional and mental strain on caregivers, communicating that there is help and together we can be stronger.

Family support is critical to the care needed for older adults as they age, but often comes at substantial cost to those providing care. In 2009, there were roughly 42 million unpaid caregivers in the United States, providing an estimated \$450 billion worth of unpaid care to adult and aging relatives and friends. A popular misconception is that family caregivers are paid health professionals, providing full-time care to someone in need of daily help, when in reality; most caregivers are also working and managing their own families at the same time. In fact, many caregivers are women of the “sandwich” generation, who care for their kids and their aging parents at the same time. 60 second PSA’s aired on KZKS 1 time, 13 times on KRVG, KWGL 5 times, KRGS 10 times, and 23 times on KAVP all quarter.

One million people chat and text while driving each day. People feel pressure to remain in constant contact, even when behind the wheel. What drivers do not realize are the dangers posed when they take their eyes off the road and their hands off the wheel, and focus on activities other than driving. This campaign targets young adult drivers with a focus on texting and driving prevention. Young adults live in a connected world where multitasking is the norm. This manifests in the car where they recognize texting and driving is dangerous, but do it anyway. The average text takes a driver’s eyes off the road for nearly five seconds. When traveling at 55mph, that’s enough time to cover the length of a football field. The message being conveyed is that texting while driving isn’t multitasking, it’s essentially driving blind. 30 second PSA’s were ran on KZKS 1 time, 3 times on KRVG, KWGL 14 times, KRGS 9 times, and 7 times on KAVP all quarter.

Today, 1 in 88 children is diagnosed with an autism spectrum disorder, a 78% increase in six years. Despite this high prevalence, research shows that many parents of young children have very little knowledge about autism. This campaign seeks to educate parents about the growing rate of autism in this country and to ultimately increase the level of early detection. To this aim, the PSAs encourage parents of young children to visit www.autismspeaks.org/signs to learn the early signs of the disorder. Because there is currently no cure for autism and no effective means to prevent it, early detection is the crucial first step in helping children with autism. With appropriate early-intervention services from ages 3-5, between 20% and 50% of children diagnosed with autism will be able to attend mainstream kindergarten. These 30 and 60 second PSA’s aired 2 times on KZKS, KRVG and KRGS 19 times, 27 times on KWGL, and on KAVP 33 times all quarter.

Foreclosures can have a devastating effect on families and local communities. Unfortunately, during these difficult economic times, many Americans nationwide are still facing the prospect of losing their homes. Nearly 4 million Americans are more than 60 days behind on their mortgage, and countless others are only a paycheck away from missing a mortgage payment. New PSAs increase awareness of the Making Home Affordable® program’s free resources and assistance for homeowners that are struggling with their mortgage payments. Homeowners facing mortgage trouble need not feel “frozen.” Options other than foreclosure are available, and the sooner they act, the more options they have for the best possible outcome. 60 and 30 second PSA’s ran on KWGL 25 times, 17 times on KRGS, KAVP 29 times, KZKS 3 times, and on KRVG 156 times all quarter.