

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

April 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.

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Working with the Garfield County Sheriff's departments we aired crime reports and tip line requests for each county, produced by the individual departments, 60 seconds in length. In the second quarter we aired 182 crime reports for Garfield County.

### **Child Car Safety**

Motor vehicle crashes are a leading cause of death for children under 13. PSAs show parents how their love for their children extends to car safety. This means knowing the right seat for their child's age and size - from rear-facing car seats, forward-facing car seats, boosters, all the way to seat belts - and ensuring that kids are correctly buckled for every ride. Make sure your child is in #TheRightSeat at: [NHTSA.gov/TheRightSeat](http://NHTSA.gov/TheRightSeat) (English-language) or [NHTSA.gov/Protegidos](http://NHTSA.gov/Protegidos) (Spanish-language).

These 30 and 60 second PSA's ran 8 times on KWGL-FM, 9 times on KRVG, 96 times on KRGS, 106 times on KAVP and 17 times on KZKS/KAYW.

### **Discover Nature**

Kids enjoy the time they spend outside. In fact, 88 percent of kids say they like being in nature and 79 percent wish they could spend more time there.

And that's good news. When kids spend time outdoors, they get the chance to explore, use their imaginations, discover wildlife, and engage in unstructured and adventurous play. Additionally, studies show they have lower stress levels, become fitter and leaner, develop stronger immune systems and are more likely to become environmentally conscious in the future.

Unfortunately, population shifts to urban and suburban environments, an increase in scheduled activities, and a lack of awareness of—or access to—nature keep kids and families from enjoying these benefits. That's why the Ad Council worked with the U.S. Forest Service and David&Goliath on the newest iteration of the Discover the Forest campaign, which encourages families to break from technology and discover the nature around them, using trails as their guide. The newest PSAs illustrate how parents and caregivers can use trails as a guide to the nature all around them, helping them and their children to unlock moments of discovery and inspiring curiosity. Viewers are directed to [DiscoverTheForest.org](http://DiscoverTheForest.org), where they can search for nearby areas to explore and pick up quick tips on enjoying their time outdoors. The campaign

also has Facebook, Instagram, and Twitter accounts where followers share and explore the beauty of the forest and the health benefits associated with spending time outside. "We live in a world where technology consumes our every thought and doesn't seem to be slowing down," says David Angelo, founder and chairman of David&Goliath. "We need to inspire people to break away from the exponential chatter and listen to the thoughts that have been with us long before technology. Because you never know what you'll discover, in the forest."

These 30 and 60 second PSA's ran 2 times on KWGL-FM, 4 times on KRVG, 56 times on KRGS, 80 times on KAVP and 8 times on KZKS/KAYW.

### **Emergency Preparedness**

In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for Americans to prepare for natural disaster. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan.

The Ad Council has partnered with FEMA on the Ready Campaign since 2003, with the goal of educating Americans about the best ways to prepare. The Ready Campaign recommends taking four steps towards preparedness: 1) be informed about the different types of emergencies that could occur and their appropriate protective actions; 2) make a family emergency plan including information on how to reconnect and reunite; 3) build an emergency supply kit to have supplies you will need whether at home, at work or in the car; and 4) get involved by finding opportunities to support community preparedness.

The new 2015 campaign includes English and Spanish-language TV, radio, outdoor, print and digital PSAs. Created pro bono by Chicago-based advertising agency Schafer Condon Carter, the PSAs illustrate the importance of having a family plan in the event of an emergency by showing real emergency moments and asking the question, "When is the right time to prepare?"

Through these PSAs, families are faced with the harsh reality of what can happen when you don't have an emergency plan in place before a disaster or emergency strikes. The PSAs direct audiences to know where to find their families when a disaster strikes, and to start their emergency plans at [Ready.gov/communicate](http://Ready.gov/communicate), which provide extensive resources to help develop and practice a family emergency communication plan.

These 30 and 60 second PSA's ran 3 times on KWGL-FM, 6 times on KRVG, 46 times on KRGS, 14 times on KAVP and 9 times on KZKS/KAYW.

### **Fatherhood:**

86 percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. The campaign PSAs encourage dads to recognize the critical role fathers play in their children's lives through something as simple as a dad joke. The spots feature kids re-telling jokes their dad shared with them, highlighting that even the smallest moments fathers spend with their children can have the biggest difference in their children's lives. All PSAs direct audiences to visit [www.fatherhood.gov](http://www.fatherhood.gov) for parenting tips, fatherhood programs, and other resources.

These 30 and 60 second PSA's ran 6 times on KWGL-FM, 14 times on KRVG, 150 times on KRGS, 106 times on KAVP and 33 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 30 and 60 second PSA's ran 3 times on KWGL-FM, 16 times on KRVG, 94 times on KRGS, 101 times on KAVP and 21 times on KZKS/KAYW.