

Western Slope Communications, LLC - Issues & Programs 4th Qt 2020

January 4, 2021

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 60 and 30 second PSAs were aired 1 time on KWGL, 2 times on KRVG, 33 on KRGS, 53 on KAVP, and 11 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 12 times on KWGL, 7 times on KRVG, 156 on KRGS, 112 on KAVP, and 47 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 PSAs were aired 3 times on KWGL, 4 times on KRVG, 36 on KRGS, 45 on KAVP, and 13 times on KZKS/KAYW.

Lung Cancer

Lung cancer is the #1 cancer killer of men and women. Compared to other cancers, it has one of the lowest survival rates, but with the new lung cancer screening, approximately eight million people in the U.S. who are at high risk for lung cancer can be saved with this early detection and treatment. If everyone at high risk were screened, close to 48,000 lives could be saved.

“Saved by the Scan” drives current and former smokers to take a lung cancer screening eligibility quiz at SavedByTheScan.org. Since the campaign’s launch in August 2017, 31% of quiz respondents have been eligible for a low-dose CT scan.

The campaign has saved lives and continues to educate.

These 60 second PSAs were aired 6 times on KWGL, 13 times on KRVG, 84 on KRGS, 17 on KAVP, and 22 times on KZKS/KAYW.

Retirement

America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity. People 50 and older are the fastest growing age segment in America, and they can expect to pay for a longer retirement. Yet nearly seven in 10 Americans approaching retirement having less than a year’s income saved. Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. The campaign directs viewers to a three-minute online chat with Avo, a friendly digital retirement coach. After completing the chat, viewers receive a personalized retirement savings action plan with free tips to help them take charge of their financial futures today.

These 60 second PSAs were aired 7 times on KWGL, 5 times on KRVG, 43 on KRGS, 15 on KAVP, and 7 times on KZKS/KAYW.