

Western Slope Communications, LLC - Issues & Programs 1st Qt 2020

April 2, 2020

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.

Alzheimer's

More than 5 million Americans live with Alzheimer's but less than half are ever diagnosed. Close family members, who know their loved ones best, are typically the first to notice memory issues or cognitive problems, but they are often hesitant to say something – even when they know something is wrong. While acknowledging why your loved one may be acting differently is hard, it can be critical, as early detection of Alzheimer's can make a difference in managing the disease. Most people are unaware of the substantial benefits of early diagnosis and avoid taking the first step to getting help: having the tough conversation with their loved one when they notice changes in their attitude or behavior. By telling real, relatable stories of families who have benefited from early detection of Alzheimer's, the campaign empowers people to have these critical conversations with loved ones when they notice something is different.

These 60 and 30 second PSAs were aired 2 times on KWGL, 25 times on KRVG, 76 on KRGS, 72 on KAVP, and 30 times on KZKS/KAYW.

Caregiver Assistance

There are 40 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, but gradually expands over time until it becomes a major commitment in their lives. Many caregivers provide up to 20 hours of care a week, equivalent to the time commitment of an unpaid, part-time job.

The campaign's latest round of work encourages caregivers to care not only for their loved ones, but also for themselves. The PSAs drive to AARP's Caregiving Resource Center, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance and more.

These 60 second PSAs were aired 4 times on KWGL, 14 times on KRVG, 89 on KRGS, 131 on KAVP, and 28 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, 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, 17 times on KRVG, 82 times on KRGS, 124 times on KAVP and 20 times on KZKS/KAYW.

Pet Adoption

Pet adoption is on the rise since the campaign's 2009 launch. Currently, 29 percent of dogs and 33 percent of cats in American homes were adopted from shelters or rescue groups, and encouraging statistics show that euthanasia of shelter pets is down 12 percent since 2009. However, 2.7 million healthy and treatable pets still need our help in finding a home each year. Bringing that number all the way to zero is the goal of "The Shelter Pet Project" campaign, which aims to encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals. The television, radio, print, outdoor and web public service ads direct audiences to visit theshelterpetproject.org, where they are able to search for a pet from a local shelter or rescue group, read adoption success stories and learn valuable information about pet adoption. The current phase of the campaign showcases the bond that exists between a person and his shelter pet, and encourages potential pet owners to adopt from shelters and rescue groups by explaining that, "The only way to find out how amazing shelter pets really are is to meet one."

These 30 and 60 second PSA's ran 4 times on KWGL-FM, 22 times on KRVG, 78 times on KRGS, 68 times on KAVP and 19 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 1 time on KWGL-FM, 9 times on KRVG, 41 times on KRGS, 61 times on KAVP and 13 times on KZKS/KAYW.