

Western Slope Communications, LLC - Issues & Programs 3rd Qt 2022

October 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.

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 21 times on KWGL, 23 times on KRVG, 93 times on KRGS, 103 times on KAVP, and 20 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 remind viewers that if you feel different, you drive different. Don't drive high.

These 60 second and 30 second PSAs were aired 18 times on KWGL, 10 times on KRVG, 49 times on KRGS, 23 times on KAVP, and 12 times on KZKS/KAYW.

Emergency Preparedness

Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan. Since 2003, our campaign has empowered individuals, families, small businesses and communities to prepare for both natural and man-made disasters. "Ready" 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 emergency supply kits to ensure you're prepared whether you're at home, at work, or in the car; 4) Get involved by finding opportunities to support community preparedness. The bilingual campaign encourages, educates, and empowers parents and caregivers to talk with their kids about emergency preparedness and take action together by visiting Ready.gov/kids.

These 60 second and 30 second PSAs were aired 25 times on KWGL, 27 times on KRVG, 97 times on KRGS, 105 times on KAVP, and 26 times on KZKS/KAYW.

High School Equivalency

For more than 34 million American adults without a high school diploma, opportunities are limited. Many are living in poverty. But it's not too late. Since 2010, FinishYourDiploma.org has connected more than one million people with free adult education classes to help them earn their high school equivalency, so they can connect to a better tomorrow.

These 60 second and 30 second PSAs were aired 13 times on KWGL, 15 times on KRVG, 51 times on KRGS, 21 times on KAVP, and 19 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 60 second and 30 second PSA's ran 26 times on KWGL-FM, 23 times on KRVG, 100 times on KRGS, 115 times on KAVP, and 28 times on KZKS/KAYW.