

Western Slope Communications, LLC - Issues & Programs 4th Qt 2018

January 7, 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.

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.

Digital Deadwalkers

Founded in 1933, the Academy is the preeminent provider of musculoskeletal education to orthopedic surgeons and others in the world. Its continuing medical education activities include a world-renowned Annual Meeting, multiple CME courses held around the country and at the Orthopedic Learning Center, and various medical and scientific publications and electronic media materials. Danger lurks at every corner of our cities and towns, but what if pedestrians are the ones posing the threats to themselves and others? "Digital Deadwalkers," 30- and 60-second radio spots, encourages pedestrians to engage in and with their surroundings for better bone and joint health. Distracted driving's cousin—distracted walking—is rearing its ugly head. And, it's a growing public issue for drivers and other pedestrians, too. After all, orthopedic surgeons would rather help your viewers keep their bones and joints strong and intact than put them back together. In recent years, the Academy's public service campaigns have focused on the dangers of distracted driving. But this year, the campaign is moving in a slightly different direction to highlight the threat posed by "distracted driving's cousin—distracted walking." "We know that the number of injuries to pedestrians using their phones has nearly tripled since 2004, and surveys have shown that 60 percent of pedestrians are distracted by other activities while walking," said Alan S. Hilibrand, MD, chair of the AAOS Communications Cabinet. "Since 2009, the AAOS 'Decide to Drive' campaign has educated children, teens, and adults about the dangers of distracted driving. For 2015, we are expanding this message to include the dangers of distracted walking."

These 30 and 60 second PSA's ran 10 times on KWGL-FM, 7 times on KRVG, 90 times on KRGS, 86 times on KAVP and 23 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 7 times on KWGL-FM, 9 times on KRVG, 93 times on KRGS, 21 times on KAVP and 19 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, 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, 3 times on KRVG, 49 times on KRGS, 87 times on KAVP and 10 times on KZKS/KAYW.

Wildfires

Nearly 70,000 communities nationwide are at risk from wildfire, according to the National Association of State Foresters. For the last 12 years an average of 6.9 million acres burned each year. Wildfires put lives at risk and cost government, businesses and individuals billions of dollars each year in suppression costs and damage to homes, infrastructure, the economy and resources. A single ember that escapes from a wildfire can travel over a mile. New PSAs created pro bono by Draftfcb highlight the risk these embers pose to homes, structures and communities and remind audiences that you can't control where an ember will land, but you can control what happens when it does. Community members are encouraged to take simple, proactive steps to

protect their families and neighbors by preparing in advance and addressing the wildfire hazards around their homes and in their communities. The Ad Council has partnered with the U.S. Forest Service and Draftfcb for more than 69 years to address the issue of wildfire prevention through the iconic character Smokey Bear and his famous “Only You Can Prevent Wildfires” tag-line. These 30 and 60 second PSA's ran 0 times on KWGL-FM, 0 times on KRVG, 46 times on KRGS, 83 times on KAVP and 12 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 6 times on KWGL-FM, 7 times on KRVG, 88 times on KRGS, 89 times on KAVP and 26 times on KZKS/KAYW.