

Western Slope Communications, LLC - Issues & Programs 1st Qt 2022

April 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.

Autism Speaks

More than 8 out of 10 adults with developmental differences are unemployed, and a major hurdle they face is the lack of job opportunities in our communities. A new initiative from Lee Container, the J. Donald & Laurelle Lee Family Foundation Fund, Autism Speak, Best Buddies, Special Olympics and Delivering Jobs seeks to create a more inclusive workforce in the U.S. There are hundreds of thousands of people with autism and people with intellectual or developmental differences who are ready and willing to work in our communities. Our coalition is committed to specific goals that include hiring an inclusive workforce, providing training for hiring professionals, and providing guidelines for all employees. The campaign aims to show that ALL businesses can create a workforce where people of all abilities are able to contribute and thrive. Lee Container, a family-owned business has found success by staying true to the golden rule: treat others as you would want to be treated and that's why they are committed to hire neurodiverse employees and encouraging other businesses across America to do the same.

These 60 second and 30 second PSAs were aired 22 times on KWGL, 15 times on KRVG, 68 times on KRGS, 39 times on KAVP, and 12 times on KZKS/KAYW.

High Blood Pressure Control

Nearly half of all adults in the United States have high blood pressure, and 50% of those with high blood pressure do not have their condition under control. Uncontrolled high blood pressure can lead to heart attack, stroke and other serious health issues. However, people with high blood pressure can create a treatment plan with their doctor that can help reduce their risk. Our campaign features survivors of heart attacks and strokes who encourage people with high blood pressure to talk to their doctor about starting—or restarting—a treatment plan that works for them. Your blood pressure numbers could change your life. Start taking the right steps at ManageYourBP.org.

These 60 second and 30 second PSAs were aired 4 times on KWGL, 14 times on KRVG, 58 times on KRGS, 76 times on KAVP, and 13 times on KZKS/KAYW.

Child Car Safety

Motor vehicle crashes are a leading cause of death for children under 13. This campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding them of the importance of getting the big stuff, like car safety, right. To ensure parents and caregivers are properly securing their children in the best car seat restraint for their age and size, they can visit NHTSA.gov/TheRightSeat or NHTSA.gov/Protegidos.

These 60 second and 30 second PSA's ran 34 times on KWGL-FM, 47 times on KRVG, 185 times on KRGS, 156 times on KAVP, and 40 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 and 30 second PSAs were aired 23 times on KWGL, 24 times on KRVG, 156 times on KRGS, 203 times on KAVP, and 32 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 60 second and 30 second PSAs were aired 10 time on KWGL, 23 times on KRVG, 94 times on KRGS, 92 times on KAVP, and 20 times on KZKS/KAYW.