

Western Slope Communications Issues & Programs 4th Qtr 2013

1/10/2014

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 Montrose, Mesa, and Garfield County Sheriff's departments we aired crime report and tip line requests for each county, produced by the individual departments, 60 seconds in length. We aired 28 on KZKS, 2 on KRVG, and 31 on KRGS.

30 and 60 second ads about bullying aired through the quarter.

In order to encourage and empower parents with the tools they need to talk to their child about being more than just a bystander, The Ad Council has launched a PSA campaign on behalf of federal government, non-profit, media, and corporate communities.

Through this collaboration, the campaign will raise awareness about the seriousness of the issue and highlight simple, yet powerful actions children can take when they witness an act of bullying, like tell a trusted adult or help the person being bullied get away from the situation. Parents are directed to TheBullyProject.gov where they can hear advice from experts, students, and other parents on how to empower their children to be more than a bystander and help stop bullying nationwide.

These ads ran 4 times on KZKS, 35 times on KRGS, 7 times on KAVP, 46 times on KWGL, and 15 times on KRVG.

30 and 60 second PSA's encouraging families to unplug and re-connect with nature. Listeners are directed to DiscoverTheForest.org, where they can search for nearby areas to explore, and pick up quick tips on enjoying their time outdoors. Research shows there are many benefits to kids spending time in nature. This time spent outdoors gives children the ability to explore, use their imaginations, discover new wildlife and engage in unstructured and adventurous play. 88% of kids today say they like being in nature, and 79% wish they could spend more time there. However, population shifts to urban and suburban environments, an increase in children's indoor activities, and a lack of awareness of or access to nearby nature locations have become barriers to this motivation. This campaign seeks to raise awareness of these benefits, inspiring young people to discover the joy of exploring the natural world, and encouraging families to experience nature first-hand.

In the fourth quarter, they ran 42 times on KZKS, 122 times on KRGS, 187 times on KAVP, 58 times on KWGL, and 36 times on KRVG.

In addition, we also aired 30 and 60 second PSA's encouraging couples to make a vow to a good marriage. These announcements had a theme of "A good marriage goes a long way." The campaign is a major activity of the US Catholic Bishops' priority to strengthen marriage and family.

These spots feature real married couples answering questions such as "How many people does your marriage touch?" and "What's the best thing about being married?" Listeners are directed to ForYourMarriage.org for more information, statistics, benefits, and tips for a healthier marriage.

Throughout the quarter, these spots aired 3 times on KZKS, 44 times on KWGL, and 20 times on KAVP.