

Western Slope Communications, LLC - Issues & Programs 3rd Qt 2020

October 1, 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.

Addiction Support

Over 45 million Americans are directly impacted by addiction. Addiction is the leading cause of death for people under the age of 30 and since 2013, addiction related deaths have increased by 6.5%. Most people don't look for resources because they can't admit to their struggles and friends and family often don't know what they can do to help. Using powerful stories that portray the modern faces of addiction, the "Listen" campaign speaks to the friends and family of those struggling with addiction, encouraging them to listen and start the conversation about addiction with their loved ones, driving them to tips and resources housed on the campaign's microsite, heretolisten.com.

These 60 and second PSAs were aired 2 times on KWGL, 5 times on KRVG, 41 on KRGS, 65 on KAVP, and 10 times on KZKS/KAYW.

Adoption from Foster Care

There are 415,000 children in the US foster care system. Of those children, 108,000 are awaiting adoption. Since 2004, the campaign has consistently delivered the message that "You don't have to be perfect to be a perfect parent." Using a humorous angle to communicate the seemingly challenging task of adopting a child from foster care, the PSAs reassure prospective parents that even if not "perfect," they have the ability to provide the stability and security that children in foster care need and deserve. The latest series of PSAs in this award-winning campaign ask prospective parents to consider adopting teens from foster care, as older youth are over represented in the foster care population, as they generally wait longer to be adopted. The new PSAs portray humorous scenarios that reaffirm the campaign's notion that being an imperfect parent is "perfectly normal." The PSAs reveal this through special bonding moments such as a loving father as he tries to support and console his teenage daughter during her first breakup, and a resourceful mother who tries different methods of remedying her son's hair cut gone wrong. These new PSAs illustrate to potential parents that teens in foster care don't need perfection; they need the commitment and love a permanent family can provide. Audiences are directed to visit AdoptUSKids.org or call 888-200-4005 for current, accurate information about the foster care system and the adoption process.

These 60 second PSAs were aired 5 time on KWGL, 26 times on KRVG, 167 on KRGS, 146 on KAVP, and 46 times on KZKS/KAYW.

Discover Nature

Studies show that when kids spend time outdoors, they become healthier, have lower stress levels and develop stronger immune systems. They also become more creative, and have greater respect for themselves, other people, and the environment. Our campaign encourages parents and caregivers to reconnect with their family and nature by experiencing it firsthand. Immersive and restorative experiences are available in urban parks, green spaces, and preserves. Through exploration of local forests and parks, kids can build a lifelong connection to nature. The campaign connects families to green spaces in their neighborhood by entering their zip code at DiscoverTheForest.org or DescubreElBosque.org.

These 30 and 60 second PSA's ran 5 times on KWGL-FM, 12 times on KRVG, 163 times on KRGS, 195 times on KAVP and 40 times on KZKS/KAYW.

Fatherhood Involvement

Having an involved father significantly contributes to happier and healthier children, and this is true whether a father lives with his child or not. The Fatherhood Involvement campaign encourages dads to take an active role in the lives of their children. PSAs ask dads to show off their best moves and "Dance Like a Dad," communicating that their presence is essential to their children's well-being, and that even the smallest moments can make the biggest difference. All PSAs direct audiences to visit www.fatherhood.gov for parenting tips, fatherhood programs and other resources.

These 30 and 60 second PSA's ran 8 times on KWGL-FM, 29 times on KRVG, 174 times on KRGS, 93 times on KAVP and 44 times on KZKS/KAYW.

Ending Hunger

These are uncertain times for everyone, but for households facing hunger, the coronavirus fallout—including school closures and job disruptions—can present an even greater threat. Millions of Americans, including children, will turn to food banks for much needed support. As the largest hunger-relief organization in the United States, The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies. Updated PSAs encourage audiences to donate to Feeding America's COVID-19 Response Fund to help families in this time of urgent need.

These 30 and 60 second PSA's ran 7 times on KWGL-FM, 23 times on KRVG, 173 times on KRGS, 179 times on KAVP and 29 times on KZKS/KAYW.