

## ISSUES & PROGRAMS



### KAGE Second Quarter 2018

#### JULY 11<sup>TH</sup> – LAKEVIEW DRIVE-INN SOCK HOP

Local seasonal establishment celebrating 80 years in business. Donated 60 minutes of commercials and DJ donated time to DJ the sock hop for 3 hours.

#### JULY 26<sup>TH</sup> & AUGUST 7<sup>TH</sup> - KNOW YOUR NEIGHBOR

In partnership with the Winona Rotary Club, we throw a free community picnic for 200 people. 100 commercials donated, and 4 hours of time donated by on-air staff to serve the public.

#### JULY 28<sup>TH</sup> – BIG BUS, NO BIG DEAL

During a job fair for a local bus company, we collected school supplies to fill a bus for the organization Ready Set School, which gives school supplies to children in need throughout Winona County.

#### AUGUST 2<sup>ND</sup> – TASTE OF WINONA

5-minute interviews, plus commercial time was donated to this event, which benefits Big Brothers/Big Sisters of the 7 Rivers Region. Our DJ also donated 5 hours of time to emcee the event.

#### AUGUST 3<sup>RD</sup> – SUMMER SLAM-A-THON

Our stations donated 5-minute morning show interviews and on-air mentions throughout one week for this fundraiser which benefits The Gilbert Brown Foundation, whose mission is to service youth in an environment that promotes structure, introducing team-building skills and promoting diversity.

#### AUGUST 8<sup>TH</sup> – WINONA LIBRARY BLOCK PARTY

Our stations donated 5-minutes of morning show interview time, plus our DJ donated 3 hours to this free community event, which gave free food and books to children and raised money for the library.

#### AUGUST 13<sup>TH</sup> – WINONA TOUCHDOWN CLUB

Fundraiser for the local high school football team, with donated commercials and 5-minute interviews, plus DJ's donated 4 hours of time to emcee the event.

### **AUGUST 22<sup>ND</sup> – RAMBLER RALLY**

DJ's donated their time to take on high school kids in a dodgeball game to promote the start of the school year and raise funds for Cotter schools.

### **SEPTEMBER 5<sup>TH</sup> & 6<sup>TH</sup>**

Ox in DC program. Special programming featuring a talk show host from another Leighton market shedding light on key votes happening in Washington D.C. 2 4-hour programs aired.

### **DAHL LUBE-A-THON**

Donated 5-minute interview time and pro bono commercials (100) for this event at a local car dealership, where oil changes and car washes were free with a donation. All donations benefitted the Family and Children's Center of La Crosse.

### **WALK TO END ALZHEIMERS**

Along with 5-minute interviews and donated commercial time, our DJ donated 4 hours of time to emcee this event which benefitted the Alzheimers Association.