

ISSUES & PROGRAMS

KAGE-AM, KGSL-FM, KWNO-AM, KWNO-FM, KRIV-FM

Second Quarter 2018

The following are issues and community public interest covered during the months of April, May, and June of 2018. Included is a description and summary of the coverage provided on-air for the community. This list is a representation of community support for the quarter.

MAY 18TH HABITAT FOR HUMANITY BANQUET Hosted morning show interviews with Habitat For Humanity Executive Director and ran PSA's for their campaign for the new ReStore location. All proceeds of ReStore help Habitat For Humanity get people in need into safe, secure, and affordable housing. One of our radio personalities donated time to emcee the event for 4 hours.

APRIL, MAY, JUNE HYVEE HIGH FIVE

Partnered with local grocery store to receive nominations for normal citizens to be recognized for their contributions to the Winona community. Special on-air and social media announcement, as well as a \$50 gift card awarded to the recipient each month.

APRIL, MAY, JUNE ASK A COP

Weekly feature with a local police officer coming into the studios to answer live questions from the community about laws and law enforcement in order to promote public safety.

APRIL 28th COTTER AUCTION

Two members of on-air talent donated 6 hours of their time to emcee a school fundraiser. Morning show interviews aired in advance of the event to help sell tickets.

JUNE 1ST – 15TH REEL 'EM IN FOUNDATION

Our 5 radio stations promoted Minnesota Viking player Brian Robison's Reel 'Em In Foundation, which supports K9 cop training and acquisition. We ran PSA's and had morning show interviews, and had 4 radio station talents donate their time to attend the local event on June 15th. Our stations were a \$5,000 sponsor of the event as well.

JUNE 13TH RETIREMENT HOME PARADE

Talent from our radio stations donated their time and talent to a parade in the parking lot of a local retirement community for senior citizens unable to attend the city-wide parade that weekend during the town festival. Mentions were made on-air the week prior and pictures posted on social media.

JUNE 16TH STEAMBOAT DAYS DUNK TANK

Three of our on-air personalities donated their time and efforts to the local festival dunk tank. Proceeds went toward the cost of the festival, which is free to the community.

JUNE 1ST - 30TH WINONA CRAFT BEER TOUR

Promoted the Winona Craft Beer Tour on all 5 radio stations and social media pages in an effort to sell tickets. A portion of the proceeds of the event were donated to Big Brothers Big Sisters of the 7 Rivers Region.