

PROGRAMS, ISSUES AND ANSWERS

KTIL 4M QUARTERLY REPORT

4TH QUARTER 2014

DURING THE FOURTH QUARTER OF 2014 OUR MAIN ISSUES OF FOCUS WERE EMERGENCY PREPAREDNESS, CHARITY FUNDRAISERS AND THE OREGON STATE POLICE POACHER TIP LINE.

ON OCTOBER 17TH KTIL 4M PARTICIPATED IN THE GREAT SHAKE OUT. IT WAS A COORDINATED STATEWIDE EFFORT TO SIMULATE AN ACTUAL EMERGENCY. AT 10:15am, WE STOPPED REGULAR PROGRAMMING AND WENT TO EAS MESSAGE INFORMING THE PUBLIC WHAT THEY SHOULD DO IN AN EMERGENCY SITUATION SUCH AS AN EARTHQUAKE. WE ALSO POSTED PICTURES ON OUR FACEBOOK PAGE OF WHAT TO DO IN AN EARTHQUAKE AND SAFE PLACES TO TAKE COVER.

KTIL 4M RAN A CAMPAIGN DURING THE MONTH OF DECEMBER ENCOURAGING HUNTERS TO TURN IN POACHERS AND PEOPLE OTHERWISE HUNTING ILLEGALLY. SERGEANT TODD HOODENPYLE VOICED A PSA INFORMING THE PUBLIC OF THE TOLL-FREE LINE TO TURN IN POACHERS. THE PSA AIRED ON THE STATION 3 TIMES PER DAY, 7 DAYS A WEEK FOR A TOTAL OF 42 SPOTS EQUALLING 42 MINUTES OF AIRTIME. ON DECEMBER 17TH SERGEANT HOODENPYLE WAS ALSO ON THE TILLAMOOK TODAY PROGRAM AT 9:30am DISCUSSING HUNTING REGULATIONS AND THE TURN IN POACHER LINE IN DETAIL. THAT PROGRAM LASTED 30 MINUTES.

KTIL 4M ALSO RAN TWO AD CAMPAIGNS HIGHLIGHTING LOCAL CHARITABLE ORGANIZATIONS. THE FIRST CAMPAIGN RAN DURING THE MONTH OF NOVEMBER, ASKING FOR DONATIONS FOR THE CHRISTMAS BASKET PROGRAM. THE TILLAMOOK ECUMENICAL SOCIETY WAS THE COORDINATING ORGANIZATION FOR THE COUNTY AND ONE OF THEIR PASTORS VOICED A PSA ENCOURAGING PEOPLE TO DONATE OR SIGN UP FOR THE BASKET PROGRAM. WE ALSO RAN A CAMPAIGN COINCIDING WITH THE UNITED WAY'S ANNUAL CHARITY DRIVE. SEVERAL REPRESENTATIVES FROM LOCAL AGENCIES THAT BENEFIT FROM THE UNITED WAY VOICED PSA'S ENCOURAGING PEOPLE TO GIVE. THE CHRISTMAS BASKET PSA RAN TWICE A DAY, 7 DAYS A WEEK FOR A TOTAL OF 46 AIRINGS. THE UNITED WAY CAMPAIGN RAN 4 TIMES PER DAY, 7 DAYS A WEEK FOR A TOTAL OF 84 AIRINGS.

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KDEP /KTIL-AM/KTIL-FM QUARTERLY REPORT

3rd QUARTER 2014

SUPPORTING LOCAL AGRICULTURE AND THE FFA PROGRAM FOR YOUTH WAS A MAIN FOCUS DURING 3RD QUARTER. WE SPONSORED A PIG TO BE RAISED BY A LOCAL YOUTH INVOLVED IN 4H AND FFA. HALF OF THE CUT AND WRAPPED PIG WAS RAFFLED OFF AT THE COUNTY FAIR IN A FREE RAFFLE WON BY A LOCAL FAMILY AND THE OTHER HALF WAS DONATED TO THE LOCAL FUTURE FARMER'S OF AMERICA TO RAISE MONEY FOR THEIR ORGANIZATION.

THE CAMPAIGN TO SUPPORT CANCER RESEARCH AND RELAY FOR LIFE CONTINUED WITH AN AD CAMPAIGN AND LIVE INTERVIEWS PLUS NEWS COVERAGE LEADING UP TO THE EVENT. ON THE DAY OF THE EVENT THERE WAS ALSO A 60 MINUTE LIVE REMOTE FROM THE EVENT LOCATION.

WE CONTINUED TO REMIND LOCALS AND VISITORS OF THE DANGERS OF OCEAN SWIMMING AND WADING WITH AN ONGOING AD CAMPAIGN DESCRIBING THE DANGERS THAT ARE UNSEEN IN THE OCEAN WATERS AND ON BEACHES.

WE ADDRESSED THE ISSUE OF HUNGER BY SUPPORTING THE LOCAL TUNA CLASSIC WHICH SUPPORTS THE OREGON FOOD BANK WITH DONATIONS OF CANNED TUNA, CAUGHT AT THE EVENT. WE RAN A FULL AD CAMPAIGN, DID LIVE AND NEWS INTERVIEWS AND A LIVE REMOTE FROM THE EVENT.

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1st QUARTER 2014

DURING THE FIRST QUARTER OF 2013 WE FOCUSED ON THE LONG STANDING TRADITION OF SUPPORTING THE TILLAMOOK HIGH SCHOOL CHARITY DRIVE. THE CHARITY DRIVE RAISES ABOUT \$200,000 ANNUALLY TO BE DISTRIBUTED AMONG LOCAL CHARITIES AND DOERNBECHER CHILDREN'S HOSPITAL.

THE CHARITY DRIVE KICKS OFF WITH THE SELECTION OF THE LEADERS OF EACH CLASS WHICH WE COVER LIVE ON AIR. THEN THE FOLLOWING DAY THE CLASS LEADERS COME TO THE STATIONS TO DO A 30 MINUTE PROGRAM DETAILING THEIR PROJECTS AND FUNDRAISERS. AFTER THAT THROUGHOUT THE 2 WEEK CHARITY DRIVE WE HAD TWO REPRESENTATIVE STUDENTS COME AND TELL EVERYONE WHAT THE DAY'S CHARITY DRIVE SCHEDULE WAS. THESE PROMOS WERE PLAYED RANDOMLY ON ALL STATIONS THROUGHOUT THE DAY. STATION STAFF WERE PRESENT AT FUNDRAISING EVENTS AND WE COVERED THE WRAP UP WITH THE TOTALS RAISED AND THE ANNOUNCEMENT OF THE WINNING CLASS.

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KDEP /KTIL-AM/KTIL-FM QUARTERLY REPORT

2nd QUARTER 2014

CANCER FUNDRAISER RELAY FOR LIFE WAS THE MAIN FOCUS OF THIS QUARTER. OVER 8 HOURS OF AIRTIME WAS DONATED TO THE CAUSE WITH MANY PROMOS FOR VARIOUS TEAM EVENTS AND FUNDRAISERS. WE ALSO INTERVIEWED ORGANIZERS ON TILLAMOOK TODAY ABOUT THE JULY EVENT AND WHAT IT INVOLVES. CANCER RESEARCH FUNDING IS THE GOAL OF RELAY FOR LIFE.

ALL STATIONS ARE ALSO PARTICIPATING IN A LOCAL AGRICULTURE AWARENESS PROGRAM. WE SPONSORED A PIG TO BE RAISED BY A FUTURE FARMER'S OF AMERICA TEENAGER WHO WILL THEN BRING THE PIG TO THE COUNTY FAIR TO BE RAFFLED OFF DURING THE LIVESTOCK EVENTS AT THE FAIR. HALF OF THE PROCESSED PIG WILL BE DONATED TO A LOCAL AGRICULTURE AWARENESS GROUP, FOOD ROOTS.

WE HAVE BEEN ENCOURAGING PEOPLE TO SHOP LOCALLY FROM OUR FARMERS AND LOCAL FOOD PRODUCERS WITH ADVERTISING AND SUPPORT OF THE FARMER'S MARKET ALSO.

FINALLY WATER SAFETY HAS BEEN A FOCUS WITH A REGULAR ROTATION OF PSA'S DONE BY A LOCAL SHERIFF DEPUTY TO INFORM PEOPLE OF THE DANGERS OF THE BEACH AND OCEAN WATERS. IT IS A VERY IMPORTANT MESSAGE WITH THE INFLUX OF UNFAMILIAR TOURISTS DURING THESE MONTHS.