

PROGRAMS, ISSUES AND ANSWERS

KDEP/KRKZ/KTIL-AM/KTIL-FM QUARTERLY REPORT

4th QUARTER 2012

DURING THE FOURTH QUARTER OF 2012 WE FOCUSED ON RAISING FOOD AND DONATIONS TO FILL FAMILY BASKETS FOR THE HOLIDAY SEASON.

ON TILLAMOOK TODAY WE RAN SEVERAL PROGRAMS ON THE TOPIC OF NEED IN OUR COMMUNITY. THE SALVATION ARMY WAS ON TO KICK OF THE BELL RINGING PROGRAM, THE LOCAL FIREFIGHTERS DISCUSSED THEIR TOY PROGRAM AND REPRESENTATIVES FROM THE LOCAL COMMUNITY PROGRAM CARE CAME AND TALKED ABOUT UTILITY ASSISTANCE AND FOOD PROGRAMS AND THE EMERGENCY WARMING SHELTER.

PSA'S WERE RUN ON ALL STATIONS FOCUSING ON THE NEED IN OUR COMMUNITY AND HOW EVERYONE COULD HELP THEIR NEIGHBORS IN SOME SMALL WAY DURING THE HOLIDAYS.

WE DID LIVE REMOTES ON THREE OCCASIONS TO RAISE TOYS AND FOOD FOR GIFT BASKETS.

DURING THE TOWN'S HALLOWEEN CELEBRATIONS WE HAD BARRELS IN SEVERAL LOCAL BUSINESSES AND WE DID A LIVE REMOTE AT THESE BUSINESSES TO ENCOURAGE PATRONS TO DONATE FOOD TO THE HOLIDAY BASKET CAUSE.

PROGRAMS, ISSUES AND ANSWERS

KDEP/KRKZ/KTIL-AM/KTIL-FM QUARTERLY REPORT

3rd QUARTER 2012

DURING THE THIRD QUARTER OF 2012 WE FOCUSED ON THE TOOLS FOR SCHOOLS, AIMING TO COLLECT SCHOOL SUPPLIES FOR KIDS RETURNING TO SCHOOL THIS FALL

SEVERAL TILLAMOOK TODAY SHOWS WERE DEVOTED TO TALKING ABOUT HOW THE COMMUNITY COULD SUPPORT KIDS IN NEED OF SCHOOL SUPPLIES.

VALERIE BRACE WAS A FREQUENT GUEST ON TILLAMOOK TODAY TO RAISE AWARENESS OF THE NEEDS AND TO PUBLICIZE THE MANY COLLECTION AND FUNDRAISING EVENTS PUT ON BY TOOLS FOR SCHOOLS AND VARIOUS LOCAL BUSINESSES.

ALL STATIONS ALSO PARTICIPATED IN REMOTES AND PROMOS FOR FUNDRAISERS AND COLLECTION EVENTS.

PROGRAMS, ISSUES AND ANSWERS

KDEP/KRKZ/KTIL-AM/KTIL-FM QUARTERLY REPORT

1st QUARTER 2012

DURING THE FIRST QUARTER OF 2012 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 TOOK DAILY CALLS FROM THE STUDENTS WHICH WE MADE INTO PROMOS DETAILING THE DAILY SCHEDULES OF EVENTS. 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.

WE ALSO PROMOTED A CAMPAIGN FOR BREAST HEALTH AWARENESS IN CONJUNCTION WITH THE RINEHART CLINIC AND KOMEN FOUNDATION. WE RAN BREAST CANCER AWARENESS PROMOS AND HAD VARIOUS LIVE PROGRAMS DISCUSSING RISK FACTORS, HELP AVAILABLE AND HOW TO GET IT. WE ALSO PROMOTED HEAVILY A FUNDRAISER FOR THE KOMEN FOUNDATION BEING SPONSORED BY A LOCAL PHILANTHROPIST AND SENATOR BETSY JOHNSON.

PROGRAMS, ISSUES AND ANSWERS

KDEP/KRKZ/KTIL-AM/KTIL-FM QUARTERLY REPORT

2nd QUARTER 2012

DURING THE SECOND QUARTER OF 2012 WE FOCUSED ON THE DAIRY INDUSTRY WITH JUNE BEING DAIRY MONTH.

SEVERAL SHOWS WERE DEVOTED TO TALKING ABOUT DAIRY ISSUES AND ADVANCES. IN APRIL THE PORT OF TILLAMOOK BAY DISCUSSED ON A LIVE PROGRAM THE NEW DIGESTER TO BE USED TO TURN DAIRY WASTE INTO ELECTRICITY. ALL STATIONS RAN VARIOUS DAIRY PSA'S TO ENCOURAGE MEMBERSHIP IN THE FARM BUREAU WHICH SUPPORTS OUR LOCAL DAIRY FARMERS.

IN MAY THE OSU EXTENSION SERVICE WAS A PROGRAM GUEST, THEY TALKED ABOUT HOW THEY SUPPORT THE AGRICULTURE IN OUR AREA.

JUNE IS ALL ABOUT THE DAIRY PARADE AND DAIRY IN GENERAL. WE AIRED PROGRAMS AND PROMOS LEADING UP TO THE PARADE INCLUDING FEATURES ON THE GRAND MARSHALS AND THE DAIRY PRINCESS.

ALL STATIONS PARTICIPATED IN THE FESTIVITIES FOR THE JUNE DAIRY PARADE WITH WHICH WE ARE ALL ACTIVELY INVOLVED. KTIL-FM ORIGINATES A LIVE BROADCAST OF THE DAIRY PARADE.