

# **KMAX-AM**

Issues and Programs

For the Quarter Ending March 31, 2024

## Issues

1. Hunger/Food Insecurity
2. Economy and small business
3. City/Local
4. Education
5. State Government
6. Agriculture
7. Environment
8. Women's Issues
9. Transportation

# INLAND NORTHWEST BROADCASTING

## KMAX-AM | Quarterly reports | QTR 1 2024

### Public Service Announcements and special community-oriented on-air campaigns

- University of Idaho Lionel Hampton Jazz Festival helped promote their public performances as a result of a donation from KMAX and its parent company.  
*KMAX aired 49 total ads to promote.*
- Local nonprofit organization, the United Way of Moscow-Latah County held a fundraiser dinner with a Fire and Ice-theme in February.  
*KMAX aired 181 total ads to promote.*
- University of Idaho Dept. of Veteran's Affairs asked for help with a campaign promoting special will and living trust services for local veterans vis a vi University of Idaho Law students.  
*KMAX aired 30 total ads to promote.*
- The University of Idaho chapter of the Backcountry Hunters and Anglers organization was hosting a wild-game dinner and fundraiser/auction.  
*KMAX aired 90 total ads to promote.*
- A local couple, Ron and Heather Morgan have organized a bowling tournament fundraiser that has lasted 20 years and has raised more than \$170,00 in that time for the Northwest Cancer Foundation of Hope and the Whitman County Humane Society.  
*KMAX aired 61 total ads to promote.*
- The University of Idaho Department of Veteran's Services hosted a disability awareness open house for veterans who think they may need disability analysis based on their military service.  
*KMAX aired 42 total ads to promote.*  
Moscow's Earth Day celebration is a free-community event with food, live music and lots of activities for families and kids alike.  
*KMAX aired 89 total ads to promote.*



<b>PSA CAMPAIGN</b>		<b>KMAX</b>
Lionel Hampton Jazz Festival   Sponsorship		49
United Way Fire and Ice   Sponsorship		181
UI Veteran's Will/Living Trust Clinic   PSA		30
U of I BHA Dinner   PSA		90
Bowling Benefit/Auction   PSA		61
U of I Veterans Services Workshop   PSA		42
Earth Day Save the Date   PSA		89
<b>TOTALS</b>		<b>542</b>