

KCWI/KDMI

FCC REPORT – 2nd QUARTER 2015

COMMUNITY SERVICE SUMMARY

“Great Day” Morning show

KCWI airs a live, local morning show every weekday from 6-10AM called “Great Day”. Its format is local news, weather, traffic, street conditions and interviews with people of local interest and community event organizers. Every Monday & Tuesday the show invites a local charity to be on “Great Day” under the theme of “Downright Proud” recognizing the specific things they do for their cause. The interviews last from 5-8 minutes each.

KDMI airs a weekly “best of” Great Day called “Great Day Weekend” every Saturday at 4:30pm & Sunday at Noon which always includes a “Downright Proud” charity segment that aired earlier that week.

3-31-15 KCWI/4-4 & 4-5-15 KDMI

Young Women's Resource Center - The WOW Awards

The Young Women’s Resource Center believes that every girl deserves a life of possibilities. They help young women realize their full potential by providing programming to girls ages 10-21 in central Iowa. Their unique structure features two branches of services – prevention and prenatal – to better serve the members of their community throughout various stages of life. They offer support groups and services for all young women, regardless of what they may be going through in their lives. They open their doors to any young woman who wants to be herself and feel like she belongs.

The Young Women’s Resource Center is a place for young women to come to be together, to come to be alone, to come to be themselves. It is a safe place that reinforces the beauty, resiliency and strength that these women already possess. It is a place where they can thrive. They are happy to make the Young Women’s Resource Center a place women can find the things they need, whatever those things may be.

Their goal is to help young women become strong, self-confident and successful. The Young Women’s Resource Center utilizes education and support to create a safe environment for girls where they experience acceptance, compassion, knowledge and commitment.

4-6-15 KCWI/4-11 & 4-12-15 KDMI

Des Moines Give Hope Gala: A Toast To St. Jude

The Give Hope Gala committee is a group of area professionals dedicated to the mission of St. Jude Children’s Research Hospital and the fight against childhood cancer. The purpose of this group is to raise funds to support the life-saving work done at St. Jude, to increase awareness of St. Jude within the local community, to provide local volunteer support, and to create an exciting environment where young professionals can gather.

4-13-15 KCWI/4-18 & 4-19 KDMI

Iowa Chapter of the American Parkinson Disease Association (APDA)

The Iowa Chapter is the state chapter of the American Parkinson Disease Association (APDA) and was founded in 2003. They strive to help any Iowan impacted by Parkinson's disease through various programming, support groups, educational conferences and symposiums and our Information & Referral Center. They hold various fundraisers throughout the year that support these endeavors and Parkinson's research. The Iowa Chapter is run by a group of volunteer board of directors.

4-20-15 KCWI/4-25 & 4-26-15 KDMI

Leukemia & Lymphoma Society Man & Woman of the Year

Candidates

Each year, in communities across the country, passionate candidates engage in an exciting competition to earn The Leukemia & Lymphoma Society's (LLS) "Man & Woman of the Year" titles by raising funds for LLS blood cancer research.

The candidates compete in honor of children who are local blood cancer survivors, the Boy & Girl of the Year. Every dollar counts as one vote and the titles are awarded to the man and woman with the most votes at the end of ten weeks. The top local fundraisers in the country win the national titles. To date, these dedicated leaders have helped LLS invest more than \$1 billion in research to advance breakthrough therapies that are saving lives today and helping us all achieve the LLS goal of a world without blood cancers.

The funds raised through Man & Woman of the Year are used in many ways:

The continuing research and development of breakthrough therapies.

Free blood cancer information, education and support.

To support patients in their communities through our 61 chapters across the U.S. and Canada.

To drive policies that accelerate the development and approval of new treatments.

To advocate for blood cancer survivors and their families, helping patients navigate their cancer treatments and ensuring that they have access to quality, affordable and coordinated care.

4-27-15 KCWI/5-2 & 5-3-15 KDMI

Kidney Walk

Kidney Walk is the nation's largest walk to fight kidney disease. Held in nearly 100 communities, the event raises awareness and funds lifesaving programs that educate and support patients, their families and those at risk.

Fundraising for Kidney Walk is fun and easy! They have made it simple by outlining 5 Steps to Fundraising Success which can be found in your walk center. While you're there, you can also find additional tools to help you not only reach your goal, but to exceed it! In recognition for your hard work, you can earn great prizes. Every walker who raises at least \$100 will receive an official Kidney Walk T-shirt on walk day and those who reach \$250 or more in their personal fundraising will be eligible for additional rewards after the 2015 Central Iowa Kidney Walk. Many of our walkers strive to become

members of the Top Fundraisers Club, an honor reserved for those who personally raise \$1,000 or more for Kidney Walk.

5-4-15 KCWI/5-9 & 5-10-15 KDMI

Fore! Our Parks Charity Golf Tournament

FORE! Our Parks' charity golf tournament holds an annual four-person best ball event. The event is held at Waveland Golf Course with surprises at every hole. Players can learn about Des Moines' parks while supporting the economic, environmental, health and recreational benefits they provide central Iowans.

5-11-15 KCWI/5-16 & 5-17-15 KDMI

Special Olympics Iowa - Plane Pull

It's a giant tug of war between you, your friends and a 120,000-pound airplane! The Plane Pull is a unique opportunity for individuals and organizations to raise money and support SOIA athletes by pulling a UPS 757. In 2014, sponsors and participants of the Plane Pull raised more than \$105,000 for Iowa athletes, giving them opportunities to participate in year-round sports, health and educational programming - and most importantly - experience joy, pride and respect.

5-18-15 KCWI/5-23 & 5-24-15 KDMI

Lupus Foundation

Walk to End Lupus Now™ events are conducted nationwide by the Lupus Foundation of America (LFA) and its national network to raise money for lupus research, increase awareness of lupus, and rally public support for those who suffer from its brutal impact. Each year, thousands of people across the country join forces with the LFA and walk with one unified purpose--to end lupus.

Lupus is one of the cruelest, most mysterious diseases on earth--it strikes without warning, has unpredictable, sometimes fatal effects, and has no known cause and no known cure.

People like you are now becoming aware of how urgently resources are needed to fight lupus, and to help those who suffer from it. If you join the fight, we will not have to concede victory to this terrible disease. If you join the fight, we will be able to solve the cruel mystery of lupus in our lifetime and end its devastating impact on millions of lives.

5-25-15 KCWI/5-30 & 5-31-15 KDMI

Summer Reading at the Des Moines Library

At the Des Moines Public Library, the start of summer is official when the Summer Reading program begins. This year, in addition to the children's and teen programs, they also offered a program for adults. The Book Bingo Challenge began June 9 and was a Bingo card with 25 reading challenges. To participate, you picked up a Bingo card and completed one vertical, horizontal, or diagonal line (that's five spaces), filled out the

form with your information and the books you read, and turned the form in to any DMPL location. Turning in your form entered you in a drawing for prizes.

The program ran through Saturday, July 19th and when it was over, each DMPL location had prize drawings for six \$10 gift cards to local bookstores and a grand prize package.

This was a great way to spice up your summer reading, try a new book, have some fun, and maybe even win some prizes.

6-1-15 KCWI/6-6 & 6-7-15 KDMI

Global Arts Therapy - Samantha Thomas

Global Arts Therapy's mission is to provide arts education programs and sustainable economic development opportunities to urban youth and women in the U.S. and developing nations.

The program aims to utilize recycled and repurposed materials to create artwork that will further enhance and develop the economic stability of the many communities and faces of Nepal. Global Arts Therapy also embraces the urban communities of greater Iowa, and creates meaningful cross cultural relationships. Youth working with youth to empower youth is the message; this program aims to inspire and empower individuals and communities while eradicating borders through technology.

As Iowa and Illinois disadvantaged youth are able to work with Nepal's disadvantaged communities through art, relationships are formed. Through these relationships youth can share stories, ideas and artistic concepts to further empower their own communities.

6-8-15 KCWI/6-13 & 6-14-15 KDMI

Raccoon Valley Animal Sanctuary & Rescue – Shared Solutions

Program – Joe Pundzak, President

Raccoon Valley Animal Sanctuary & Rescue believes that all life is sacred and that every companion animal has the right to live a full and joyful life. They pride themselves in making "lifetime matches" between owners and companions, resulting in less than 1% of their animals being returned to any shelter environment.

Raccoon Valley Animal Sanctuary & Rescue is a 501(c)3 non-profit, charitable and educational animal welfare organization. RVAS does not receive any government funding and relies solely on the contributions of public donors.

Their mission is to eliminate the neglect, abuse and abandonment of companion animals caused by human ignorance, intolerance and indifference. And to celebrate the joys created by the human-animal bond by education and example.

6-15-15 KCWI/6-20 & 6-21-15 KDMI

Friends of Gigi's Playhouse Golf Outing – Kyle Parsons & Daphane Trevillyan

GiGi's Playhouse is a one-of-a-kind achievement center for individuals with Down syndrome, their families, and the community. GiGi's Playhouse offers more than 25 therapeutic and educational programs that advance literacy, math skills, motor skills and more; all of which are free of charge.

Programs are created by professional therapists and teachers who generously donate their time and expertise. All programs are based on best practices for Down syndrome learning styles, and customized to ensure individual success. GiGi's Playhouse actually serves infants through adults. GiGi's Playhouse is headquartered in Hoffman Estates, IL; with 15 locations throughout the United States and Mexico, with more opening soon. GiGi's Playhouse makes a difference every day. Their unique points of difference empower individuals and their parents to achieve their greatest potential with confidence, independence, and joy. They have a "place": They will never let location be a barrier to success. They have "programs": They will never let curriculum be a boundary to achievement. Most importantly, programs are free. They will never let cost deter their families from participation or impede the achievement of their children and adults.

6-22-15 KCWI/6-27 & 6-28-15 KDMI

The Bully Project

The BULLY Project is the social action campaign inspired by the award-winning film BULLY. They've sparked a national movement to stop bullying that is transforming kids' lives and changing a culture of bullying into one of empathy and action. The power of their work lies in the participation of individuals like you and the remarkable list of partners they've gathered who collectively work to create safe, caring, and respectful schools and communities. Their goal is to reach 10 million kids or more, causing a tipping point that ends bullying in America.

Their 10 Million Kids initiative has brought the film BULLY to young people and educators around the country along with a curriculum and training from their partner, Facing History and Ourselves. These resources were created to help prepare educators to lead a discussion with their students that focuses on developing empathy and taking action. To date, the campaign has facilitated screenings for over 250,000 students and 7,500 educators across 120+ cities. Now that the film is available on DVD, they've created an Educators DVD Activation Toolkit. The kit includes many materials designed to ignite honest, meaningful dialogue. Partners who contributed to the kit include Facing History and Ourselves, The Harvard Graduate School of Education, Not In Our School, Love is Louder, the National Center for Learning Disabilities and Common Sense Media. Roll up your sleeves and join the movement! Everything starts with one and builds up.

6-29-15 KCWI/7-4 & 7-5-15 KDMI

Story County Veterans Affairs "Red Team" - Luke Jensen

Luke Jensen is an Afghanistan veteran who currently works for Story County Veterans Affairs. A group of local veteran came to him wanting to help other veterans in need. So they created "Red Team." If a veteran has yard/tree damage or needs maintenance or basic construction needs for home improvement to make their home safe, Red Team will provide that service. They know many veteran who can use this kind of support. They are being sponsored by the Ames American Legion Post 37. They will be conducting a fundraiser for materials needed for home improvement. The veterans on Red Team are

volunteers and using their own personal tools and equipment. They were on Great Day to discuss their mission and tell the public how they could support it.

Every Friday

4-3, 4-10, 4-17, 4-24, 5-1, 5-8, 5-15, 5-22, 5-29, 6-5, 6-12, 6-19, 6-26, 2015

Animal Rescue League of Iowa

“Last Chance For Great Pets” is a weekly segment on Great Day that spotlights animals from the Animal Rescue League of Iowa that are in need of adoptive homes.

