

# **KCWI/KDMI**

## **FCC REPORT – 1<sup>st</sup> 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.

#### **1-5-15 KCWI/1-10 & 1-11-15 KDMI**

##### **Colon Cancer of Iowa Snow Angels**

To assist both the cancer patient and their care provider(s), the Colon Cancer Foundation of Iowa has developed the Snow Angels program. They pay for snow removal for any citizen of the State of Iowa currently undergoing chemotherapy treatments for colon cancer.

#### **1-12-15 KCWI/1-17 & 1-18 KDMI**

##### **All-Ability Cycles**

All Ability Cycles, LLC was created to provide adaptive cycling solutions for people in Iowa and beyond. Located on the southeast corner of the Jefferson square in a 2,200 square foot refurbished former theater, the store and workshop are just three blocks from the trailhead of the Raccoon River Trail. The store serves local cyclists, visitors from the RRVT, and people seeking cycling solutions. The Brunows also travel extensively attending events and meetings of advocate organizations for individuals with special needs. Working out of a large van that John calls the "Mothership" they provide test ride opportunities. They support the mechanical needs of the Adaptive Sports Iowa team on RAGBRAI. In 2014, they demonstrated cycling options at the Iowa Special Olympics in May and at the National Junior Disabled Championships in July.

#### **1-19-15 KCWI/1-24 & 1-25-15 KDMI**

##### **Larry Kelly, MS 24 Hour Treadmill Challenge**

With the “MS Run The US” first fundraising deadline nearing, Larry Kelly set up a 24-hour treadmill challenge. The idea was simple and easy; stay aerobic for 24 hours, or 24 minutes, or as long as you could stand, all while participating in-person or virtually (at your location) in a group challenge. The participation fee was simple and easy too, just a \$15 donation. What happened during the 24-hour treadmill challenge was absolutely

amazing. It's an illustration of what just one person can do! Larry didn't run alone. He came with a pack of "GOATz" (Greater Omaha Area Trail Runnerz). And though Larry provided the opportunity, each of the participants voluntarily left their limitations at home for the greater good of the cause. With their limitations at home, Larry was also able to far exceed his donation goal, totaling well over \$3,700 in fundraising!

### **1-26-15 KCWI/1-31 & 2-1-15 KDMI**

#### **Central Iowa CANstruction**

The American Institute of Architects Iowa's "Central Iowa Canstruction" is an event that combines the competitive spirit of a design/build competition with a unique way to help feed the hungry.

### **1-27-15 KCWI/1-31 & 2-1-15 KDMI**

#### **A Night For Miracles...Cocktails & Dreams presented by the Ankeny Kiwanis Club**

"A Night for Miracles...Cocktails & Dreams" presented by the Ankeny Kiwanis Club. On Saturday evening, February 7, 2015, at the Ankeny FFA Enrichment Center from 5 to 11pm attendees joined in a silent and live auction, dinner and entertainment. The food was catered by Hy-Vee and the entertainment for the evening was the band "Faculty Lounge". Proceeds helped the Ankeny Kiwanis Club in their final efforts to launch the all-inclusive playground portion of the Ankeny Miracle League Park in Ankeny, helping accomplish miracles for local kids with special needs and their families.

### **2-2-15 KCWI/2-7 & 2-8-15 KDMI**

#### **Guns n' Hoses Hockey Fundraiser**

The men and women of the Des Moines, Iowa, metro area police and fire departments participate in the annual "Guns N Hoses Charity Hockey Game". In this year's event, local police officers and firefighters went head-to-head on the ice to raise money for Gigi's Playhouse. This year's event again took place at the Des Moines Buccaneers Arena in Urbandale, Iowa. Tickets included admission to the Des Moines Buccaneers game immediately following the Guns N Hoses Charity Hockey Game. As referenced above, this year's charity was Gigi's Playhouse located in Des Moines, Iowa. Gigi's Playhouse is a Down Syndrome Achievement Center serving over 300 families in Central Iowa directly tied to an individual with Down syndrome. Gigi's Playhouse offers free programming, education, and support to any individual with Down syndrome and their family. The funds raised assists Gigi's Playhouse in providing additional programming to individuals of all ages.

### **2-9-15 KCWI/2-14 & 2-15-15 KDMI**

### **Iowa Finance Authority – Military Homeownership Assistance Program**

The Military Homeownership Assistance Program provides eligible service members and veterans with a \$5,000 grant for down payment and closing costs on a qualifying home purchase. Eligible service members may access the Military Homeownership Assistance Program to be used with a qualifying mortgage or cash purchase transaction. The Military Homeownership Assistance grant may also be combined with a Plus grant for a total of \$7,500 of down payment and closing cost assistance for borrowers who qualify for both programs. Borrowers are limited to one-time use of a Plus grant and one-time use of a Military Homeownership Assistance grant.

### **2-16-15 KCWI/2-21 & 2-22-15 KDMI**

#### **Greater Des Moines Leadership Institute/Community Youth Concepts (CYC)**

Community Youth Concepts' mission is to engage and connect Iowa students through youth development programming and to provide coaching, training, and technical assistance in best practices to youth-serving non-profits. Their vision is an Iowa where all youth have access to high-quality opportunities that prepare them for success in school, work, and life. Founded in 2008 by Amy Ostrander Croll and Lynette Marchant, Community Youth Concepts (CYC) is a mission-driven organization based in Des Moines, Iowa. By promoting the use of positive youth development principles and best practices, CYC provides volunteer service opportunities and career-based mentoring to Iowa youth in order to improve their future success as students, professionals, and active community members.

### **2-23-15 KCWI/2-28 & 2-29-15 KDMI**

#### **Iowa Future Farmers of America**

The Iowa FFA Association is a student-lead organization of more than 14,600 student members in 225 chapters across the state of Iowa. They are affiliated with the National FFA Organization and live out the motto, "Learning to Do, Doing to Learn, Earning to Live, Living to Serve." FFA makes a positive difference in the lives of students by developing their potential for premiere leadership, personal growth & career success through agricultural education.

### **2-23-15 KCWI/3-7 & 3-8-15 KDMI**

#### **Kids Wish Network**

Kids Wish Network is an international charitable organization dedicated to infusing hope, creating happy memories, and improving the quality of life for children having experienced life-altering situations. Kids Wish Network assists children and their families through several key programs.

### **3-10-15 KCWI/3-14 & 3-15-15 KDMI**

#### **MARCHing Books to Kids**

Throughout the month of March, Picture Book Pass it On (PBPiO) is launching a special initiative called “MARCHing Books to Kids”. It encourages book lovers to donate a favorite children’s book, plus children’s authors to donate signed copies of their books to the Visiting Nurse Services of Iowa, Storybook Project. The Storybook Project recruits, screens and trains volunteers to work with incarcerated parents and/or grandparents at the Iowa Correctional Institute for Women (ICIW) in Mitchellville, Iowa and the Newton Correctional Release Center (CNRC) in Newton, Iowa. Once per month, volunteers work with the mother, grandmother or father. The parent/grandparent and volunteer choose a book from the Storybook library that is appropriate for the child. The parent or grandparent reads the book while the volunteer records the reading onto a digital voice recorder. The book and CD are mailed to the child.

### **3-16-15 KCWI/3-21 & 3-22-15 KDMI**

#### **Cops Against Cancer Survivorship Conference**

“Finding a positive life after cancer - Improving your mind, heart and soul”

A day full of motivation, inspiration and supportive resources for Cancer Patients, Survivors and Care-Providers in renewing and restoring hope of a positive life after cancer. This event was free to attend for Cancer patients, Survivors & Care Providers. Breakfast, Lunch & Break Snacks were included.

### **3-17-15 KCWI/3-21 & 3-22-15 KDMI**

#### **Catch Des Moines “Catch Healthy” Campaign**

The Greater Des Moines Convention & Visitors Bureau wants you to stay healthy on vacation and weekend getaways to Des Moines. Find health food stores and restaurants, like Hy-Vee and Hy-Vee Market Grille. Catch all-natural, organic and health food products to maintain your healthy lifestyle away from home. Pharmacists and dieticians awaiting consultation at various Greater Des Moines Hy-Vee locations. Plus healthy food festivals and events like the Des Moines Farmers' Market. Navigate walking and running routes throughout the Metro. Customize your exercise to venture by public artwork, historic downtown architecture and other sights. Catch the care you need. Locate hospitals, clinics and chiropractors for your every active need in an unfamiliar city. Plan your stay around active hotel offerings throughout the Metro. Make your hotel selection based on available active amenities-from onsite workout facilities, to spas and in-house masseuses to guest's to access to trails. Catch health and wellness ease. Catch Healthy Des Moines-Powered by Hy-Vee.

### **3-23-15 KCWI/3-28 & 3-29-15 KDMI**

#### **Greater Des Moines Leadership Institute/Youth Leadership Initiative**

The Greater Des Moines Leadership Institute is a premier leadership organization, guiding leaders to greater public awareness, commitment and involvement - improving the overall quality of life in our community. The Youth Leadership Initiative (YLI) began as a class project from the Greater Des Moines Leadership Institute (GDMLI) class of 2001-2002. Modeled after existing youth leadership programs in other cities and the

Greater Des Moines Leadership Institute, the YLI works with youth selected from schools in the Greater Des Moines area. These students may not be the typical student leaders, but will be those with leadership potential who want to make a difference and who are committed to improving their leadership skills.

### **3-31-2015 KCWI**

#### **Young Women's Resource Center "Sit On It!" Auction**

The YWRC's 16th annual "Sit On It!" event took place on Saturday, April 11th at Community Choice Credit Union Convention Center at Veterans Memorial. "Sit On It!" is a live and silent auction featuring pieces of furniture and artwork donated by local artists and merchants. 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. They offer support groups and services for all young women, regardless of what they may be going through in their lives. It is not just a place for "troubled" or "at-risk" girls; their mission is larger than that. 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. 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.

#### **Every Friday**

**1-2, 1-9, 1-16, 1-23, 1-30, 2-6, 2-13, 2-20, 2-27, 3-6, 3-13, 3-20, 3-27-2015**

#### **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.



