



Radio Station KYTZ FM Walhalla, ND

Issues & Programs Exhibit

1st Quarter 2014

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Issues & Programs Outline

Section A: Newscast Overview & Quarterly Issues addressed

1. Severe Weather
2. Veterans
3. Energy Beet Growers Meeting
4. Un-manned Aerial Systems Tests
5. Rolla Chamber of Commerce Events
6. Flu Cases in County

Section B: Special & Non-Broadcast Events

1. Big Brothers – Big Sisters Fundraiser
2. Devils Lake Tourism Map Project
3. Marketing Seminars/Client outreach
4. Sports Guide
5. Simmons Internship Program
6. Idea Bank Scholarship Program

Section C: Public Service Announcements

1. Exhibit Attached

Section D: Community Leader Interviews

1. Exhibit Attached

Section A: Newscast Overview

KY TZ FM Radio produces 4 daily newscasts. Three minute 'morning drive' reports air at 5:57, 6:57, 7:57 and 8:57am.

News Treatments: The nominal length of each of our lead or feature stories described below is between thirty-seconds and two minutes-thirty seconds.

News Cycle: Exclusive stories run in each of the daily local newscasts before being archived. As an example: A local story or feature will air 4 times in the course of a day, once in each newscast. In addition these stories are available to our audience on-demand via our station website for one week from date of first broadcast.

The attached stories are representative of the local news content we produce on a daily basis:

ONE

Cold Weather Causes Concern for Pets

"Polar vortex causes concern among local veterinarian. Advice for handling in pets given by Golden Valley Vet Nathan Kjelland."

The Polar Vortex has caused many shivers around the area in humans and pets alike. With the re-influx of cold temperatures from the North remember that pets can be affected by the sharp drop in temperatures as well. Nathan Kjelland, veterinarian of Golden Valley Vet Clinic in Park River, says that all animals are different so you'll need to watch closely during cold temperatures to make sure your pet isn't acting abnormal. Kjelland says to especially be aware if you have a smaller pet.

KJELLAND1

OUTCUE "... snow or frozen ground." :22

Kjelland says that pet owners also need to be aware of de-icers that are put on roads that can be toxic to the pets. If you take your pet for a walk during the winter you should clean and dry off their paws once you get home so the animal doesn't have a chance to ingest that material. (Aired on February 28th)

TWO

"Remember the Fallen" Exhibit Displayed in Langdon

"Exhibit being displayed at the courthouse honoring North Dakotan soldiers that have been killed in action. Anna Spivey talks about the exhibit and how a soldier from Cavalier County was injured during the War on Terror."

"Remember Our Fallen", an exhibit reminding us of the terror of war will be displayed in the Cavalier County Courthouse beginning today. 21 North Dakotans have been killed in the War on Terror in Afghanistan or Iraq. The exhibit travels across the state and will be in Langdon starting today and will be in town until March 21st.

Anna Spivey of the Langdon American Legion explains why she thought it was important to bring the exhibit to town.

ANNA1

OUTCUE "...to be done." :13

The 'one of our own' that Spivey refers to is Seth Niemen, an Army Special Forces Cpt., who lost part of his leg in an IED explosion while he was overseas. Seth grew up in Calvin and played football for the Langdon Cardinals. He has successfully been recovering from his injuries and is currently living in Bethesda, Maryland.

Again, the exhibit will be displayed today at the Cavalier County Courthouse in Langdon. (Aired on March 3rd)

THREE

Beet Growing Meeting Held

"Beet meeting in Langdon brings out local farmers to learn more about the potential for growing the crop. Ag economist discusses plot trials that have been done in the area."

The Industrial Beet Grower Meeting in Langdon took place yesterday at the NDSU Research Extension Center. Approximately thirty farmers from around the area were in attendance to learn and ask questions about industrial beet production and the economics of industrial beets. David Ripplinger, North Dakota State University bioproducts and bioenergy economist, says that plot trials around the area have been very good and have shown averages of around 30 tons an acre.

RIPP1

OUTCUE "...and the year." :7

Ripplinger says that this was the first planned meeting with farmers in Cavalier County regarding beets, but more are planned. Langdon was the last stop this week for the informational meetings. Previous stops included Cando, Carrington, Jamestown, and Valley City. (Aired on January 31st)

FOUR

North Dakota Selected for UAS

"North Dakota picked as a test site for UAS. Carol Goodman of the Cavalier County Job Development Authority discusses potential of the project."

North Dakota has been selected as one of the six Federal Aviation Administration's Un-manned Aerial Systems test sites. The state is now in control of the development of where exactly the test sites will be within the state. No specific locations have been discussed about where the test sites will be. Carol Goodman, the Director of Primary Sector of Development for Cavalier County, says that it's expected that the University of North Dakota and Lake Region State College will be involved in the project as they have had experience with research and testing with un-manned aerial vehicles.

Goodman says that she expects North Dakota to be a leader in this development. She says that agriculture will be a significant user of this technology, right behind defense, and that North Dakota is positioned perfectly for this project.

The annual Precision Ag Summit is underway today and tomorrow in Jamestown and Goodman expects the UAS Test Site announcement to add a new level of excitement for developing new technologies in agriculture. (Aired on January 17th)

FIVE

Cabin Fever Day Coming Soon

"Cabin Fever Day coming soon to Rolla. All the weekend activities disclosed along with information from Chamber President Jason Nordmark."

Cabin Fever Day is coming to Rolla on Saturday March 15th. The all day event has the Snowmobile Run registration from 11-1AM at Mueller's or the Viking Return. Riders return to the Legion by 5:30 that evening. The Pinochle tournament will start at noon with registration at 11:30AM at the Legion. The Dart tournament is at noon at Viking and Mueller's. The day will cap off with a steak fry from 5:30PM to 8PM.

Rolla Chamber President Jason Nordmark says it'll be a great time to have some fun.

JASON1

OUTCUE "...a lot of different people."

Again Rolla's Cabin Fever day is next Saturday, March 15th. (Aired on March 7th)

SIX

Flu Still Causing Fevers in Area

"Flu cases still coming into the hospital. Chief of Staff at Cavalier County Memorial Hospital talks about what to do if you think you have the flu."

Flu season is still running rampant around the area and if you have not received your flu vaccine yet there is still time to get that done. Remember to cover your mouth when coughing or cough into tissue paper if you can. Dr. Patel, Chief of Staff at Cavalier County Memorial Hospital in Langdon, says that if you suspect you may have the flu then you should come to clinic right away.

Patel1

OUTCUE: "...do anything." :13

Dr. Patel says that rest and fluids become the main treatments after that four day mark. He says that there have been cases of the flu in Cavalier County and there are still many weeks ahead for the flu season. Patel suggests everyone to get a flu shot, but especially urges those who are young, old, or have any compromising illnesses that make them more susceptible to the flu. (Aired on January 7th)

Section B: Special and Non-Broadcast Events

Throughout the year Simmons Stations assist local groups and organizations with the promotion and or co-sponsorship of various activities and events. Our involvement may include contributions of in-kind advertising, cash donations, company staff donating their own time to assist with a given event, etc. Below are some examples which are representative of these efforts.

1- Big Brothers – Big Sisters Fundraiser

On the weekend of March 22/23 2014 Simmons Multimedia Stations participated in a fundraising event for the local Big Brothers – Big Sisters organization. Over 38 thousand dollars was raised. Simmons Station's participated as a co-sponsor by donating promotional air time, a remote broadcast and staff hours. **(Exhibit 1)**

2- Devils Lake Tourism – Map Project

Simmons Multimedia was solicited by the Devils Lake Chamber of Commerce to design and sell a new combined city and lake map to enhance the community's tourism efforts across the region. A copy of the completed map (which is being distributed across the region) is attached. **(Exhibit 2)**

3- Marketing Seminars – Client Outreach

Simmons Multimedia Stations continue to provide free 'nuts and bolts' marketing education seminars to clients and non-clients alike. A typical seminar includes a power point presentation focusing on traditional and digital media. These workshops are facilitated by two representatives from the Simmons Multimedia Marketing Department. Seminars are conducted at the client's place of business or our conference room. A list of businesses/organizations that participated in this outreach initiative during 1st quarter 2014 is attached. **(Exhibit 3)**

4 – Sports Guide

Simmons Multimedia produces a printed High School Sports Guide that features fall and winter sports. The advertiser supported guide is distributed free of charge throughout the listening area each season. A copy is attached. **(Exhibit 4)**

5-Internship Programs

In an effort to recruit high school and college students into the broadcast industry, Simmons Multimedia offers summer internship programs. We use our radio stations and digital assets to promote these opportunity's during 1st quarter. **(Exhibit 5)**

6-Idea Bank Scholarship

During first quarter Simmons Multimedia through it's membership in the International Broadcasters Idea Bank, promotes a \$10,000 scholarship to a college student who will graduate with a degree leading to a career in broadcasting. The scholarship is underwritten by the music licensing organization SESAC. **(Exhibit 6)**

Section C – Public Service Announcements

Each day KAOB FM Radio airs any number of free Public Service Announcements (PSA's) promoting the works of various charitable and non-profit groups and civic organizations. The following pages indicate the month/group/event/dates of many of the PSA's broadcast and is representative of this commitment.

JANUARY 2014 PSAs

- Cavalier County Water Board-1/31/13- No Snowmobile Racing on Mt Carmel Dam. Speed Limit is Max 25mph
- Rourke Art Museum Moorhead, MN-1/10/14-4/6/14-Minnesota:Inside and Out-Wednesday-Sunday 1-5pm-Exploring 100 Years of Art in Minnesota Through the Rourke's Permanent Collection-\$5 Adults, \$3 Seniors and Students, 12-and-under Free
- Langdon-1/18/14-Waste Management Pickup Will Be On Saturday the 18th, instead of Friday the 17th-Langdon Sanitation Department
- Munich-1/31/14-Broasted Chicken Meal Served @ Basketball Game vs. Rolla
- Langdon Eagles Club-1/28/14-Grad Party Meeting for Whoever is Interested in Helping-7pm
- Langdon-1/30/14-Langdon NDSU Extension Center Holding Informational Meeting about the Benefits of Growing Industrial Beets-9am-11am

JANUARY 2014 PSAs

- Access Event Centre - 1/01-1/31 – Announced free skating events for youth and seniors
- Morden 55+ Activity Centre - 1/01-1/31 – Announced weekly community bingo
- Canadian Blood Services -1/01-1/02 – Announced blood donor clinic
- Winkler Flyers Hockey – 1/01-1/31 – Announced schedule
- High School Hockey League – 1/01-1/31 – Announced schedule
- Langdon Chamber of Commerce – 1/06-1/19 – Announced general meeting
- Altona and Area Family Resource Centre – 1/13-1/19 – Announced free family event
- Morden Library – 1/13-1/19 – Announced eco seminar
- Many Hands Resource Centre – 1/20-1/26 – Announced free family event
- Western School Division – 1/20-1/26 – Announced kindergarten registration dates
- Carman United Church - 1/20-1/26 – Announced fundraising luncheon
- Morden Game & Fish – 1/20-1/26 – Announced fundraising banquet
- Carman Royal Canadian Legion – 1/20-1/26 – Announced fundraising concert
- Manitoba Horticultural Association – 1/27-1/31 – Announced convention
- Pembina Threshermens Museum – 1/27-1/31 – Announced fundraising fish fry

FEBRUARY 2014 PSAs

- Walhalla Senior Citizen Center-2/5/14-Blood Drive-1-6pm-For Questions Call Norma at 549-3688
- Hall Tucking-2/15-16/14-Ice Oval Racing at Woodland Resort-\$5 Admission
- Northern Lights Arts Council-2/26/2014 through 3/18/2014-Sundgos and Sunflowers Touring Exhibition at Maple Manor Care Center
- St. Alphonsus-2/27/2014-27th Annual Cavalier County Friends for Life Bruch-Free Will Offering
- American Legion-2/28/2014 through 3/21/2014-Remevering our Fallen from North Dakota Exhibit-Displayed at Cavalier County Courthouse

FEBRUARY 2014 PSAs

- Access Event Centre - 2/01-2/28 – Announced free skating events for youth and seniors
- Morden 55+ Activity Centre - 2/01-2/28 – Announced weekly community bingo
- Manitoba Games – 2/01-2/28 – Announced weekly recruitment evenings
- SEMHL – 2/03-2/09 – Announced schedule
- Winkler Flyers Hockey – 2/01-2/28 – Announced schedule
- High School Hockey League – 2/01-2/28 – Announced schedule
- Manitoba Horticultural Association – 2/01 – Announced convention
- Golden Prairie Arts Council - 2/03-2/04 – Announced play
- Carman United Church – 2/03-2/07 – Announced Luncheon
- Town of Carman – 2/03-2/08 – Announced “Blizzard Fest”
- Morden 55+ Activity Centre – 2/10-2/14 – Announced Valentine’s Banquet
- Pembina Hills Art Gallery – 2/10-2/14 – Announced Art Reception
- Access Event Centre – 2/10-2/14 – Announced free family event
- City of Morden – 2/10-2/15 – Announced annual multicultural winterfest
- Boundary Trails Palliative Care – 2/10-2/15 – Announced concert fundraiser
- Altona and Area Family Resource Centre – 2/17-2/18 – Announced free family event
- MTS Centre – 2/17-2/23 – Announced Disney on Ice
- Morden Game & Fish – 2/17-2/22 – Announced snowmobile poker derby
- Pembina Hills Strings Ensembles – 2/17-2/23 – Announced concert
- Morden Collegiate / Caring & Sharing – 2/24-2/25 – Announced clothing drive for graduates
- Canadian Blood Services – 2/24-2/27 – Announced blood donor clinic
- Pembina Threshermens Museum – 2/24-2/28 – Announced supper fundraiser
- Alzheimer Ukrainian Supper – 2/24-2/28 – Announced supper fundraiser
- Pembina Hills Art Gallery – 2/24-2/28 – Announced chili fundraiser
- Dufferin Christian School – 2/24-2/28 – Announced drama production

- Carman Royal Canadian Legion – 2/24-2/28 – Announced fundraising concert
- Manitoba Games – 2/24-2/28 – Announced Opening Ceremonies

March 2014 PSAs

- Access Event Centre - 3/01-3/31 – Announced free skating events for youth and seniors

03/17-03/23 – Announced concert

- Morden 55+ Activity Centre - 3/01-3/31 – Announced weekly community bingo

03/17-03/21 – Announced event

- SEMHL – 3/03-3/06 – Announced game
- Winkler Flyers Hockey – 3/01-3/02 – Announced game
- Manitoba Winter Games – 3/03-3/07 – Announced art show
- City of Winkler – 3/03-3/06 – Announced free concert
- Manitoba Winter Games – 3/03-3/08 – Announced closing ceremonies
- Boundary Trails Health Auxiliary – 3/03-3/09 – Announced fundraising concert
- Langdon Elementary School – 3/03-3/14 – Announced kindergarten registration
- Sundogs & Sunflowers – 3/03-3/18 – Announced touring art exhibition
- Altona and Area Family Resource Centre – 3/03-3/30 - Announced free family event
- Morden Minor Baseball – 3/10-3/12 – Announced baseball registration
- Pilot Mound Skating Club – 03/10-03/12 – Announced annual ice show
- Central Station Winkler – 3/10-3/31 – Announced free family events
- Carman Palliative Care – 3/10-3/14 – Announced fundraising supper
- Golden Prairie Arts Council – 3/10-3/14 – Announced concert

03/17-03/22 – Announced spring concert

- Manitoba Minor Hockey – 3/10-3/16 – Announced provincial hockey tournament

03/24-03/26 – Announced playoff game

- Southland Mall – 3/10-3/15 – Announced 27th Annual Home Show
- Morden Chamber of Commerce – 3/10-3/15 – Announced event

3/24-3/29 – Announced event

- Back 40 Festival – 3/10-3/16 – Announced fundraising concert
- Winkler Skating Club – 3/10-3/15 – Announced annual ice show
- St. Paul's United Church – 03/17 – Announced St. Patrick's Day supper
- Carman Skating Club – 03/17 – Announced annual ice show
- Morden Mixed Soccer League – 03/17 – Announced soccer registration
- Winkler Senior Centre – 03/17-03/20 – Announced fundraising breakfast
- Morden Figure Skating Club – 03/17-03/20 – Announced annual ice show
- Big Brothers Big Sisters – 03/17-03/22 – Announced fundraising event
- Sew On And Sew North – 03-17-03/22 – Announced free class
- Festival of the Arts – 03/17-03/31 – Announced concerts
- Morden Collegiate Theatre Troup – 03/24-03/28 – Announced play
- Pembina Threshermens Museum – 3/24-3/28 – Announced fundraiser
- Flatlands Theatre Company – 3/24-3/29 – Announced play
- Edmore Gymnastics Teams – 3/24-3/29 – Announced performance night
- Carman Legion Ladies Auxiliary – 3/24-3/30 – Announced bingo

Section D: Community Leader Interviews

In the course of our stations news gathering activities, Simmons Multimedia uses the unique opportunity afforded through the course of the news interview to spend a few extra minutes with particular community leaders to gather the individual's observations about issues and needs within the community that our stations might address through specialized programming and features. Attached is a sample of the interviews conducted during the quarter.

Community Leader/Ascertainment

Community Leader Name Carol Goodman
Position Director of Primary Sector of Development for Cavalier County
Date/Time of interview January 16

One of the requirements of our stations FCC license is that we provide programming that addresses the issues and needs of the communities we serve. To help us determine what those issues are, we informally survey individuals in the community like yourself.

What do you see as some of the problems/issues/interests affecting the local area? Lots of big news at the CCDA including the VAS announcement for MD. Carol thinks Cavalier County would be a great location to do some testing

Community Leader/Ascertainment

Community Leader Name Nathan Kjelland
Position Veterinarian at Golden Valley in PR
Date/Time of interview Feb 28

One of the requirements of our stations FCC license is that we provide programming that addresses the issues and needs of the communities we serve. To help us determine what those issues are, we informally survey individuals in the community like yourself.

What do you see as some of the problems/issues/interests affecting the local area? Called Kjelland regarding cold weather & how it affects pets. He gave tips on what to watch for large & small dogs.

Community Leader/Ascertainment

Community Leader Name Tyson Nordmark

Position Kalla Chamber Resident

Date/Time of interview March 6th

One of the requirements of our stations FCC license is that we provide programming that addresses the issues and needs of the communities we serve. To help us determine what those issues are, we informally survey individuals in the community like yourself.

What do you see as some of the problems/issues/interests affecting the local area? Nordmark discussed all the events going on in Kalla for the next few weeks for the Labor Fever Day event such as the Snowmobile run & pinnacle tournament.