



Radio Station KYTZ FM Walhalla, ND

**Issues & Programs Exhibit**

2nd Quarter 2020

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## **Issues & Programs Outline**

### **Section A: Short & Long Form Programs/Local issues**

1. Focus
2. Cavalier County Public Health Minute
3. Covid-19 Updates

### **Section B: On-Air Promotions & Non-Broadcast Events**

1. Project Kindness
2. Mt. Maverick
3. Pandemic Preppers
4. Mommy & me
5. Gift FORE Dad

### **Section C: Newscast Overview**

1. Exhibit Attached

### **Section D: Public Service Announcements**

1. Exhibit Attached

# SECTION

-A-

## Long and Short Form Programs

Issues of concern to Langdon, Cavalier, Walhalla and Grafton ND areas include:

- Agriculture
- The Arts
- Business & Economy
- Charity/Community
- City/Town
- Crime, Safety & Security
- Culture & Religion
- Education
- Environment
- Family
- Health
- National Issues
- Public Service
- State Issues/Politics
- World Issues/National Politics

Simmons Multimedia Stations produce a number of daily and weekly programs that address many of the above concerns. In the following pages is a description of the programming we provided during this quarter focusing on many of the above issues.

**Program:** Focus

**Program Description:** Focus is our Simmons Multimedia Stations weekly Public Affairs offering that spotlight's a variety of topics of interest to our broad range of listeners. Typical programs include discussion of local/regional/national politics, agriculture issues, health, public safety and civic issues.

**Air Time:** Sunday 6 AM

**Program Moderator:** Shanda Christensen

**Programs/Topics for 2<sup>nd</sup> Quarter 2020 –**

- [Community Focus - June 21, 2020-KNDK's News Director Shanda Christianson speaks to UND's Associate Dean, Dr. Donald Warne, about how the deal with racial relations, with an emphasis on the perspective from American Indians.](#)  
00:00 / 13:33
- [Community Focus - June 14, 2020-KNDK's News Director Shanda Christianson speaks with Cavalier County Public Health nurse Steph Welsh in regards to summer safety.](#)  
00:00 / 11:30
- [Community Focus - June 7, 2020-KNDK's Shanda Christianson speaks with ND Secretary of State Office Brian Newby about the upcoming primary elections.](#)  
00:00 / 19:02
- [Community Focus - May 31, 2020-KNDK's News Director Shanda Christianson interviews Bank of North Dakota President and CEO Eric Hardmeyer and the role the Bank has during the COVID-19 pandemic.](#)  
00:00 / 22:58
- [Community Focus - May 24, 2020-KNDK's Shanda Christianson has a roundtable discussion on all things Spring, including planting seasons, our upcoming weather systems, and possible fire dangers.](#)  
00:00 / 14:58
- [Community Focus - May 17, 2020-KNDK News Director Shanda Christianson speaks with Dr. Avish Nagpaul from Sanford Health in Fargo in regards to the COVID-19 pandemic.](#)  
00:00 / 17:50
- [Community Focus - May 10, 2020-KNDK's Shanda Christianson talks with Connie Hakanson, Administrator for Maple Manor Care Center and Wheatland Estates in Langdon, on changes brought on due to COVID-19.](#)  
00:00 / 15:52
- [Community Focus – May 3, 2020-Discussion with clinical psychologist and co-owners of Devils Lake Psychological Services in Langdon and Devils Lake in regards to mental health during the COVID-19 pandemic.](#)  
00:00 / 09:47

- [Community Focus - April 26, 2020-KNDK's News Director Shanda Christianson speaks with CCMH Nurse Practitioner Megan Overby in regards to Behavioral Health during the COVID-19 pandemic.](#)

00:00 / 07:39

- [Community Focus - April 19, 2020-KNDK's News Director Shanda Christianson speaks to school Superintendents Jeff Manley and Daren Christianson about new distance learning protocols.](#)

00:00 / 23:54

- [Community Focus - April 12, 2020-KNDK's news Director Shanda Christianson speaks with Todd Borchardt, president of Choice Bank in Langdon, ND in regards to the financial outlook during this COVID-19 pandemic.](#)

00:00 / 08:45

- [Community Focus - April 5, 2020-KNDK's News Director Shanda Christianson speaks to Mike Swanson, Co-owner of Far North Spirits outside of Hallock, MN](#)

**Program:** Cavalier County Public Health Minute

**Program Description:** Each month representatives from the Cavalier County Public Health District produce a series of programs targeting specific health care issues of importance to our listeners. Topics include disease prevention, wellness and safety and healthcare issues in general. The programs air at random times throughout our daily broadcast schedule.

**Air Times:** Varies ROS

**Program Hosts:** Terry Gustafson, RN. Stephanie Welch RN.

**Program:** Covid-19 Updates

**Program Description:** 6 times throughout the day Simmons Multimedia stations produce Covid-19 Updates that are geared specifically to local listeners. The most timely and pertinent information is gleaned from local health authorities and agencies.

**Air Dates:** Daily

**Air Times:** 8am 10am, 12pm, 3pm, 5pm, 7pm with additional updates based on urgency

**Program Host:** Simmons News staff

# SECTION –B-

## Promotional & Non-Broadcast Events

### **Project: Kindness**

During Second Quarter 2020 Simmons Stations sponsored a one thousand dollar scholarship in Project: Kindness. We asked high school and college students to produce a sixty second audio message or produce a three minute video message on how they envision a world that would (1) Reduce suicide (2) Reduce drug use (3) Reduce bullying. Winners were announced on May 1<sup>st</sup>.

### **Mt. Maverick**

In Second Quarter we promoted a contest in which listeners had to guess when the huge snow pile in our radio station parking lot would completely melt away. The winner received a 105 dollar cash prize.

### **Pandemic Preppers**

During the month of April Simmons Stations promoted a social media contest in which listeners posted photos of how they were coping with the Pandemic. Each week we had a different theme, fun and games, food, family, etc. The listeners with the best pictures won a Pandemic Preppers Prize Pack that included hand sanitizer, toilet paper and non-perishable food.

### **Mommy & Me**

During the month of May Simmons Multimedia Stations made Mothers Day last all month long. Each week we asked listeners to submit photos of their mom to our social media pages. The theme changed

from week to week: Mom on Vacation, Mom with her kids, etc. each week we awarded a Mothers Day Care Package to 2 winning moms.

### **Gift FORE Dad**

During the month of June we solicited entries on our websites for 2 Golden Tee Arcade games that we gave away in our annual Fathers Day promotion.

## **SECTION –C-**

# **Newscast Overview**

Section A: Newscast Overview

KY TZ FM Radio produces several daily newscasts. Three to Five minute 'morning drive' reports air at 5, 6, 7, 8 and 9 AM. With additional reports 'in brief' scheduled throughout the day.

News Treatments: The nominal length of each of our lead or feature stories is between thirty-seconds and one minute.

News Cycle: Exclusive stories run in each of the daily local newscasts before being archived. In addition these stories are available to our audience on-demand via our station website for one week from date of first broadcast.

## **SECTION –D–**

# **Public Service Announcements**

### **Section D – Public Service Announcements**

Each day Simmons Stations air 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.

### **April 2020 PSAs**

| <b>Town or Business</b>      | <b>Dates Announced</b> | <b>Announcement/Event</b>                      |
|------------------------------|------------------------|--|
| Pembina County<br>Courthouse | 04/01                  | National Census Day at<br>Courthouse cancelled |
| PCMH                         | 04/01                  | Fry Bread Taco Fundraiser at                   |



|                                   |               |  |
|-----------------------------------|---------------|--|
|                                   |               | Cavalier Legion cancelled              |
| PW Enns Centennial Concert Hall   | 04/01 – 04/10 | Annual Country Classic Night cancelled |
| CHI Friendship Recycling Services | 04/13 – 04/19 | Services suspended                     |

### May 2020 PSAs

| Town or Business            | Dates Announced | Announcement/Event  |
|-----------------------------|-----------------|---|
| Cavalier Motorcycle Ride-in | 05/11 – 05/24   | Virtual Ride Out  |
| Falk Fehr Foundation        | 05/11 – 05/17   | Free Virtual Readings of Eric Fehr's children's book "Bulliest Dozer" |

### June 2020 PSAs

| Town or Business        | Dates Announced | Announcement/Event  |
|-------------------------|-----------------|---|
| City of Morden          | 06/15 – 06/30   | Morden Community Fitness Challenge                            |
| Grafton Summerfest      | 06/22 – 06/28   | Summerfest Cancellation                                       |
| Cavalier County Library | 06/22 – 06/30   | Summer Reading Registration                                   |
| Canadian Blood Services | 06/22 – 06/23   | Blood Donation events in Morden & Winkler                     |
| Langdon                 | 06/22 – 06/28   | Tractor Pull  |
| City of Winkler         | 06/29 – 07/01   | Winkler Celebrates Canada contest & free virtual concert      |
| Park River              | 06/29 – 07/04   | Park River's Traditional 4 <sup>th</sup> of July Celebrations |