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Radio Station KYTZ FM Walhalla, ND

**Issues & Programs Exhibit**

1st Quarter 2016

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## **Issues & Programs Outline**

### **Section A: Newscast Overview**

1. North Dakota taxable sales, purchases drop 25% as oil price slump continues
2. AMBER Alert Awareness Day in North Dakota.
3. Langdon City Commission makes decision on city water
4. Polaris lays off group of Roseau plant workers
5. Plans stall on building Devils Lake oil refinery
6. Healthcare Providers Look to Fill Nursing Positions

### **Section B: Special & Non-Broadcast Events**

1. IBIB Scholarship
2. Sports Guide
3. Devils Lake Tourism Map
4. Client Outreach/Marketing Seminars

### **Section C: Short Form Programs/Local Issues**

1. Weekend Focus

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

1. Exhibit Attached

## Section A: Newscast Overview

KY TZ FM Radio produces 4 daily newscasts. Three minute 'morning drive' reports air at 5, 6, 7,8, and 9am each weekday.

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:

1<sup>st</sup> Quarter 2016 News items for Public File (Langdon Cluster)

010416 Not all districts affected by teacher shortage

010416 North Dakota taxable sales, purchases drop 25% as oil price slump continues

011116 North Dakota Tax Commissioner's Office launches new website

011216 Child Killed In Snowmobile Crash Identified

011416 AMBER Alert Awareness Day in North Dakota

012516 Longtime clothing store, Straus Clothing, closed its doors Saturday

012716 Langdon City Commission makes decision on city water

012816 Polaris lays off group of Roseau plant workers

022616 UND administrators discuss budget cuts

022916 Flu Update (from press releases)

030716 Five ND National Guard units to be dissolved

030816 Plans stall on building Devils Lake oil refinery

031416 HOEVEN WORKING TO IMPROVE ACCESS TO HEALTH SERVICES FOR NATIVE AMERICANS

031516 Healthcare Providers Look to Fill Nursing Positions

032116 Suspect in West Fargo standoff identified

032316 One man injured after apparent explosion ignites 300-pound propane tank in south Fargo garage

## **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- IBIB Scholarship**

Each year Simmons Stations in conjunction with SESAC and the International Broadcasters Idea Bank promote a ten thousand dollar scholarship opportunity which is offered to a college student who plans to pursue a career in radio broadcasting or music.

### **2- Sports Guide**

Twice each year (fall & winter) Simmons Multimedia produces The Area Sports Guide. This printed booklet features over 40 pages of area high school team photos, game schedules and features. The guides are made available free to the general public. An online version is also available on our website sports page.

### **3- Devils Lake Tourism Map**

During first quarter Simmons Multimedia released the 2016 Devils Lake Region Area Directory & Map. A total of ten thousand maps were printed and distributed at rest areas and other locations across the state.

### **4- Client Outreach/Marketing Seminars**

Throughout the year, Simmons Stations offer free marketing seminars to area businesses. The focus of these meetings is on attracting and retaining customers using total marketing solutions including radio/TV/print/digital/outdoor. Businesses who participate are under no obligation to purchase advertising from Simmons Stations. Some of the businesses we provided free marketing education to in First Quarter 2016 include: Horizon Bank –Devils Lake, JTL Industries-Winkler, Mazer Group-Brandon, Morden Home Hardware- Morden, Trails End –Pembina, Citizen State Bank-Park River, Joes Sport Center-Devils Lake

### **Section C: Short/Long Form Programs – Weekend Focus**

Each week Simmons Stations produce Weekend Focus, a fifteen minute Public Affairs program that features local newsmakers discussing topics of importance to the local communities we serve. Weekend Focus is hosted by News & Farm Director, Ken Morgan. The program airs Sunday morning's at 6 AM. A list of program topics with air dates are listed within the following pages.

010916

Transitioning non titled property/signs of the onset of Alzheimers/losing extra holiday pounds

011616

NATIONAL RADON ACTION MONTH

012316

National Cervical Health Awareness Month in January.

013016

THE LOSS OF FACE-TO-FACE CONTACT

020616

BUILDING A MORE SECURE FUTURE

021216

Food Safety

Income tax filing deadline draws near for agriculture producers,

Check Out Details Before Agreeing to an Instant Anticipation Refund Deal

021916

THE IMPACT OF GENERATIONAL DIFFERENCES

022616

CAREGIVING FROM A DISTANCE

030516

Canadian Agriculture Literacy Week

031216

TIME TO DO SOME SPRING CLEANING--

031916

Langdon Area High School had a STEAM Day on Thursday, I talked to Missy Hiltner about the type of activity comes from a STEAM program

NATIONAL NUTRITION MONTH

032616

The Alliance for Aviation In America Commends Governor Dalrymple for Declaring March 'Aviation Month'

## **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.



## January 2016 PSAs

Town or Business	Dates Announced	Announcement/Event
Access Event Center	01/01-01/31	free family game nights
	01/01-01/31	free public skating
	01/01-01/31	table tennis
	01/01-01/31	pickelball
	01/01-01/31	free games night
Donate Love	01/01-01/31	food bank
Central Station	01/01-01/31	free family programs
Pembina County Food Pantry	01/01-01/31	food bank
Garden Valley School Division	01/01-01/31	Run, Jump, Play after school program
Cavalier Country Public Health	01/01-01/17	Flu shot clinics
Langdon Sanitation Department	01/04-01/06	Christmas tree pickup
Carman Collegiate Theatre	01/04-01/08	Barta in Concert
Pembina Thresherman's Museum	01/04-01/09	AGM & Dessert Night
City of Morden	01/11-01/14	Christmas tree pickup
	01/18-01/31	Get active this winter – outdoor ice rinks & ski trails
	01/18	Info night on new waste system
City of Winkler	01/11-01/14	Christmas tree pickup
	01/18-01/31	Ski trails
	01/25-01/31	Blood donor clinic
Journey for Sight	01/11-01/17	Journey for Sight snowmobile derby – various community locations
Town of Carman	01/11	Blood donor clinic
Rolette County	01/11-01/12	Relay for Life Open House
Town of Altona	01/11-01/12	Public hearing
	01/25-01/30	Winter festival
Morden Fire Department	01/11-01/12	Car seat clinic

Morden Friendship Center	01/11-01/14	Chili & movie night
PW Enns Centennial Concert Hall	01/11-01/15 01/18-01/23	Tribute to the Legends Koba's Great Big Show
Morden Access Event Center	01/11-01/16	PV Wedding Show
Town of Morris	01/18-01/23 01/18-01/23	Blood donor clinic Winter Carnival
United Lutheran Church Langdon	01/18-01/24	Songs for Support
Altona Family Resource Center	01/25-01/31	Winter programs
Morden Library	01/25-01/31	Bedtime story night
Big Brothers Big Sisters	01/25-01/29	One Big Night fundraiser
Carman Dufferin Habitat for Humanity	01/25-01/30	Open House & Key ceremony
Town of Manitou	01/25-01/30	Family fun bonspiel

## February 2016 PSAs

<b>Town or Business</b>	<b>Dates Announced</b>	<b>Announcement/Event</b>
Access Event Center	02/01-02/29 02/01-02/29 02/01-02/29 02/01-02/29 02/01-02/29	free family game nights free public skating table tennis pickelball free games night
Donate Love	02/01-02/29	food bank
Central Station	02/01-02/29 02/08-02/29	free family programs Kids in the Kitchen cooking classes
Pembina County Food Pantry	02/01-02/29	food bank
Garden Valley School Division	02/01-02/29	Run, Jump, Play after school program
City of Morden	02/01-02/29 02/08-02/13 02/08-02/13 02/22	Get Active! Multicultural Winter Fest Polar Plunge for Special Olympics Blood donor clinic
City of Winkler	02/01-02/29	Groomed Cross Country Ski Trails
LRSC Music Students	02/01-02/14	Valentines Promo
Town of Walhalla	02/01-02/03 02/15-02/20	Blood Drive Texas Hold 'em Tournament
Manitoba Theatre Centre	02/01-02/03	Hound of Baskervilles Tour
Town of Langdon	02/01-02/05 02/15	Beer & Bacon Bash Blood drive
Bloom Events	02/01-02/06	Sip n' Shop Morden
PW Enns Centennial Concert Hall	02/01-02/06 02/22-02/28	Country Gospel Music Night Irish Rovers
Pembina Valley Humane Society	02/01-02/06	Thaw Your Paws social
Town of Carman	02/01-02/06	Blizzard Fest
Morden Fire Department	02/08-02/09	Car Seat Clinic
Town of Devils Lake	02/08-02/10	Giving Hearts Day

	02/15-02/21	Shiverfest
Cavalier County Public Library	02/08-02/11	Book discussion
Icelandic State Park	02/08-02/14 02/22	Metis Exhibit Open House for retiree
Pembina Hills Arts Center	02/15-02/29 02/22-02/26	Beautiful Momma Art Show Art Bar Painting party
Darlingford Community Centre	02/15-02/29	Windshield Repairs at Pembina Hills Collision donated to DCC
Girl Scouts	02/15-02/29	Cookie sale
Manitoba Agricultural Museum	02/15	Frozen Hill Celebration
Winkler Senior Center	02/15-02/18	Community Waffle breakfast
South Central Regional Library	02/15-02/18	A Bugs Life Nature talk
ND Pond Hockey	02/15-02/21	Pond hockey championship at Shiverfest
Cavalier County	02/15-02/20	Friends for Life brunch
Carman Collegiate Theatre	02/15-02/21	Vancouver Chamber Choir
Town of Altona	02/22-02/24	Blood donor clinic
Roxy Theatre	02/22-02/27	Lights, Curtain, Broadway
Pembina Thresherman's Museum	02/22-02/26	Fish fry
Town of Darlingford	02/22-02/28	Mixed curling bonspiel
Town of Treherne	02/22-02/27	Ladies curling bonspiel
Langdon Day Care Center	02/22-02/27	Winter Gala
Morden Corn & Apple Festival	02/22-02/27	Fundraising social
Carman Legion	02/22-02/27	Rubber Soul band
Ramberg Family	02/22-02/28	Fundraising hockey game