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Radio Station KYTZ FM Walhalla, ND

**Issues & Programs Exhibit**

3rd Quarter 2015

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Prepared by Bob Simmons

## **Issues & Programs Outline**

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

1. Crime/Law Enforcement \*Grand Forks shooting
2. Border Issues \* Heitkamp/Ayotte bipartisan Bill
3. Tourism \* Fossil Discovery Center receives award
4. Health issues \* Medication drop off
5. Public Safety \* Wildfire season
6. Civic issues \* Provincial minimum wage increase

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

1. 8<sup>th</sup> Annual Tractor Cruise
2. Sports Guide
3. Garage and Rummage Sale Locator
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:

Third Quarter 2015 News stories

070115 Winnipeg airport RCMP responded to a threat on a plane...  
RCMP officers with the Winnipeg Airport Detachment and the RCMP Explosives Canine Unit were called in to assist after a Westjet plane was diverted to the Winnipeg Richardson International Airport on its way from Edmonton to Toronto

**071315**

**Witnesses say police told them caller demanded \$2,000 or there would be a shooting at GF Walmart**

Grand Forks police are looking for a prank caller. They converged on the Walmart Store on 32<sup>nd</sup> ave south last night after a report of a gunman holding hostages for ransom. Hours later, that scary scene turned out to be a hoax.

Tuesday, July 21, 2015

**Heitkamp, Ayotte Introduce Bipartisan Bill to Protect Northern Border**

*Bill Would Require Examination of Threats & Security needs at 5,500 Mile Long Northern Border to Improve Resources, Make it Stronger, Safer*

Wednesday July 28 Langdon

A motor vehicle accident happened about 2:38 Wednesday afternoon on County Road 55 19 miles NE of Langdon.

3 individuals were heading east on County Road 55 when they crossed County Road 39 and left the pavement onto the gravel road. The driver lost control of the vehicle. The vehicle entered the north ditch and rolled over ejecting all 3 occupants.

080415

CARMAN - By the time wildfire season starts next spring, RM of Dufferin residents could be required to abide by a new burning by-law.

The RM and Carman-Dufferin Fire Department are working on a document that would legislate burning in an effort to reduce risk of damaging fires in the area.

**081015**

**Roseau man airlifted to Fargo after crash near Hawley**

Near Hawley, MN - A Roseau man is hurt after a trailer detached from a vehicle ahead of him causing his pickup to roll.

**AUGUST 11, 2015; MORDEN, MB.**// The Canadian Fossil Discovery Centre has been selected as one of three finalists in the prestigious Manitoba Chambers of Commerce: 2015 Annual MBiz Awards. This is the first time the CFDC has been both nominated and chosen as a finalist for an MBiz award.

**082615** Nearly 300 pounds of drugs collected in Grand Forks

Saving unused or expired medication can lead to improper and illegal use.

People in Grand Forks today dropped off nearly 300 pounds of medications, ranging from Tylenol to narcotics.

More than 100 people dropped off drugs.

090715

Blue Green Algae advisory

BISMARCK, N.D.—The North Dakota Departments of Health (NDDoH) and Agriculture (NDDA), Animal Health Division, have removed the warning and instead have issued an advisory for blue-green algae, also known as cyanobacteria, at Homme Dam near Park River.

091615

Voting on Assiniboine/Access Credit Union merger

Tonight, Access Credit Union members will have a chance to vote on the proposed merger between Access and Assiniboine Credit Unions.

Darryl Loewen, chair of Access Credit Union, says the merger will provide each institution with a chance to be more efficient and continue to innovate products,

091715

Tom Campbell possibly running for governor

Grafton resident and District 19 State Senator Tom Campbell says he's open to running for governor and has assembled an exploratory committee for the potential run. Campbell says the committee will help him gauge voter interest in his potential candidacy

**093015**

**PROVINCE ANNOUNCES MINIMUM WAGE INCREASING TO \$11 AN HOUR, EFFECTIVE  
OCT. 1**

Families in Manitoba will soon benefit from an increase to the minimum wage that comes into effect Oct. 1, The increase of 30 cents per hour brings the current minimum wage to \$11 from \$10.70

## **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- 8<sup>th</sup> Annual Tractor Cruise**

On the weekend of July 11<sup>th</sup> Simmons Stations hosted our 8<sup>th</sup> Annual Antique Tractor, Car and Pick-up Cruise. Entrants drove their 'old iron' from Edmore, ND to Lawton, ND. This event draws large numbers of participants and spectators each year.

### **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- Garage & Rummage Sale Locator**

Simmons Multimedia Stations post area garage and rummage sales on an interactive webpage that shows sale locations/street addresses, sale hours, sale items and a map with driving directions. The Garage and Rummage Sale Locator is made available free as a service to our listeners and the general public.

### **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 Third Quarter 2015 include Park River Dental Clinic - Park River, ND, Edward Jones – Grafton, ND, Great Canadian Oil Change- Winkler, MB.

### **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.

070415

#### MINIMIZE SUMMER LEARNING LOSS

Summer learning loss is the loss in academic skills and knowledge over the course of summer vacation. Keeping children engaged in education – in a variety of ways – can reduce summer learning loss.

071715

#### MONITORING YOUR SCREEN TIME

Smartphones and tablets have become part of our culture, but that doesn't mean we should spend all of our time on these devices.

072515

Extension nutrition specialist Sandy Procter discusses why some people must avoid gluten and how they can follow a gluten-free diet.

080115

Jeff Hinson is the regional administrator for region 8 for the centers for medicare and Medicaid services

081415

Medicare Turns 50

#### CUT ENERGY COSTS WITH TECHNOLOGY

Extension family resource management specialist Elizabeth Kiss (kish) says everyone can take steps to lower their energy costs.

082215

#### PACKING A SAFE SCHOOL LUNCH

According to the Centers for Disease Control and Prevention, approximately one in six Americans – or about 48 million people – get sick each year from foodborne diseases. Children are the most vulnerable to food poisoning, so it makes sense to take extra precautions when making the lunches they take to school.



082915

### September is National Preparedness Month

September 1 is the first day of National Preparedness Month. We are encouraging everyone to participate in the theme, Don't Wait. Communicate. Make Your Emergency Plan Today.

090515

### Agriculture and Conservation Groups Reach Final Agreement on NRCS Farm Bill Biologist Program

WASHINGTON, D.C. – Congressman Kevin Cramer today announced an agreement between agriculture groups and conservation groups over the Natural Resources Conservation Service's (NRCS's) public – private partnerships to employ farm bill biologists. Cramer made the announcement at a news conference surrounded by farm and conservation partners in Bismarck.

091215

### Stephanie Richter Made in Manitoba breakfast coordinator for AITC MB

Stephanie described how AITC MB teaches using a breakfast served in the school

<http://aitc.mb.ca/educational-programs-events/amazing-agriculture-adventure-brandon>

The Amazing Agriculture Adventure happens in:Winnipeg - annually in September at Richardson's Kelburn Farm and U of M Glenlea Research Station just south of Wpg on Hwy 75

091915

### FOOD SAFETY EDUCATION REMINDERS

September is National Food Safety Education Month, some easy-to-follow food safety tips to protect your family's health every time you prepare food.

Klobuchar Presses Federal Railroad Administration Nominee to Improve Rail SafetyKlobuchar's provision to help states address public safety issues posed by blocked railroad crossings passed the Senate in July; At today's hearing Klobuchar highlighted this provision and pressed the nominee on the need to work with local communities to improve safety at railroad crossings

092615

#### CHILDREN NEED RECESS TIME AT SCHOOL

According to recommendations from the American Academy of pediatrics, recess time is a necessary break for optimizing a child's social, emotional, physical and cognitive development.

#### NUTRITION STANDARDS FOR SCHOOL MEALS BEING DEBATED AGAIN

The law that authorized the U.S. Department of Agriculture to set new strict nutrition standards for school meals is up for renewal by Congress.

## **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.

## July 2015 PSAs

- Morden Chamber of Commerce – 07/01-07/31 – Announced farmer's market
- Carman Chamber of Commerce – 07/01-07/31 – Announced farmer's market
- Access Event Centre – 07/01-07/31 – Announced free public skating  
-07/27-07/31 – Announced free family game nights
- Jiry Rosencrans – 07/01-07/02 – Announced fundraiser
- Rolla's Ragtop Festival – 07/01-07/31 – Announced annual festival
- Mike Pritchard Memorial Golf Tournament – 07/01-07/31 – Announced tournament
- Kids Act Drama Camp – 07/01-07/05 – Announced upcoming drama camp
- City of Langdon – 07/06-07/31 – Announced farmer's market
- Pembina Threshermens Museum – 07/06-07/11 – Announced events
- PW Enns Centennial Concert Hall – 07/06-07/08 – Announced free lunchtime concerts
- Pembina County Fair – 07/06-07/12 – Announced annual fair
- Town of Carman – 07/06-07/12 – Announced annual fair
- City of Winkler – 07/06-07/31 – Announced free weekly concert in the park  
-07/13-07/31 – Announced farmer's market
- Morden Triathlon – 07/06-07/12 – Announced annual triathlon
- Prader-Willi Syndrome Research – 07/06-07/11 – Announced "Run for Taylor Borgen" event
- City of Morden – 07/13-07/31 – Announced summer kids programs  
-07/13-07/31 – Announced tennis lessons
- Missoula Children's Theatre – 07/13-07/18 – Announced Rapunzel auditions and performances
- Pathway Community Church – 07/13-07/15 – Announced free movie at the drive-in
- Manitoba Stampede – 07/13-07/19 – Announced annual stampede and fair

- Citizens State Bank and Edinburg Fire Department – 07/13-07/18 – Announced rib cook-off
- Pembina Gorge Recreation Site – 07/19-07/25 – Announced public fossil dig
- Manitoba Sunflower Festival – 07/20-07/26 – Announced annual festival
- Pembina Hills Arts Centre – 07/20-07/31 – Announced workshops
- Cripple Creek Music Festival – 07/20-07/26 – Announced annual music festival
- University of Manitoba – 07/20-07/26 – Announced upcoming science/engineering day camp for kids
- Community Futures Heartland – 07/20-07/26 – Announced upcoming “Kids Biz” camp
- Winkler Senior Centre – 07/27-07/29 – Announced bbq fundraiser
- Deuce of August – 07/27-07/31 – Announced annual festival

## August 2015 PSAs

- Morden Chamber of Commerce – 08/01-08/31 – Announced farmer's market
- Carman Chamber of Commerce – 08/01-08/31 – Announced farmer's market
- Access Event Centre – 08/01-08/31 – Announced free public skating  
-08/01-08/31 – Announced free family game nights
- City of Winkler – 08/01-08/31 – Announced free weekly concert in the park  
-08/01-08/31 – Announced farmer's market  
-08/03-08/09 – Announced annual Harvest Festival  
-08/24-08/27 – Announced free movie in the park
- City of Morden – 08/01-08/31 – Announced tennis lessons  
-08/01-08/02 – Announced summer kids programs  
-08/10-08/31 – Announced bi-weekly pickleball  
-08/17-08/23 – Announced annual Corn & Apple Festival
- City of Langdon – 08/01-08/31 – Announced farmer's market
- Donate Love – 08/01-08/31 – Announced food bank
- Deuce of August – 08/01-08/02 – Announced annual festival
- Garden Club of Carman – 08/03-08/06 – Announced annual flower show
- Osnabrock Community Living Center – 08/03-08/06 – Announced annual fundraiser
- Icelandic State Park – 08/03-08/09 – Announced "Kids Weekend"
- Langdon Activity Center – 08/03-08/09 – Announced karate and self-defence camp
- Winkler Aquatic Centre – 08/10-08/31 – Announced weekly water polo  
-08/17-08/23 – Announced swim meet
- Town of Plum Coulee – 08/10-08/16 – Announced annual Plum Fest
- Rolling on the River – 08/10-08/15 – Announced annual event
- Ian's Walk – 08/24-08/26 – Announced walk to raise awareness for hospice and palliative care

- Winkler Senior Centre – 08/24-08/27 – Announced bbq fundraiser
- Pembina Threshermens Museum – 08/24-08/29 – Announced annual “Reunion Days”
- Roseisle Community Grocery Store – 08/24-08/29 – Announced 10<sup>th</sup> anniversary bbq
- Altona Municipal Airport – 08/24-08/29 – Announced annual airport charity drags
- Pembina County Food Pantry – 08/31 – Announced food bank
- Golden Prairie Arts Council – 08/31 – Announced kids dance registration
- Lake Region Heritage Center – 08/31 – Announced “Cork & Canvas” event
- Town of Cavalier – 08/31 – Announced annual Wine Walk
- Danceworks – 08/31 – Announced new & used dancewear sale
- Pembina Valley Central Plains Tourism – 08/31 – Announced annual “Amazing Race”

## September 2015 PSAs

- Morden Chamber of Commerce – 09/01-09/30 – Announced farmer's market
- Carman Chamber of Commerce – 09/01-09/13 – Announced farmer's market
- Access Event Centre – 09/01-09/30 – Announced free family game nights  
-09/07-09/09 – Announced sport & leisure registration
- City of Winkler – 09/01-09/30 – Announced farmer's market  
-09/07-09/12 – Announced giveaway weekend  
-09/07-09/12 – Announced annual Culturefest
- City of Langdon – 09/01-09/30 – Announced farmer's market
- Donate Love – 09/01-09/30 – Announced food bank
- Pembina County Food Pantry – 09/01-09/30 – Announced food bank
- Golden Prairie Arts Council – 09/01 – Announced kids dance registration  
-09/21-09/25 – Announced concert
- Lake Region Heritage Center – 09/01-09/02 – Announced "Cork & Canvas" event
- Town of Cavalier – 09/01-09/03 – Announced annual Wine Walk
- Danceworks – 09/01-09/05 – Announced new & used dancewear sale
- Pembina Valley Central Plains Tourism – 09/01-09/06 – Announced annual "Amazing Race"
- Great Canadian Oil Change – 09/07-09/12 – Announced live on location
- Carman United Church – 09/07-09/11 – Announced cookie walk
- Morden Women's Show – 09/07-09/12 – Announced fundraiser
- Town of Manitou – 09/07-09/12 – Announced annual festival
- Heartland Care Center – 09/07-09/12 – Announced Alzheimer's walk/run
- Heartland Rodeo – 09/07-09/13 – Announced rodeo finals
- Pembina Valley Studio Tour – 09/07-09/13 – Announced annual studio tour
- Town of Treherne – 09/07-09/13 – Announced annual marathon



- Winkler Senior Centre – 09/14-09/17 – Announced fundraiser breakfast  
-09/21-09/26 – Announced fundraiser brunch
- Morden Alliance Church – 09/14-09/30 – Announced healthy baby program
- Altona Chamber of Commerce – 09/14-09/18 – Announced community expo
- Pembina County Memorial Hospital – 09/14-09/18 – Announced bazaar and bake sale
- P.W. Enns Centennial Concert Hall – 09/14-09/30 – Announced concerts
- Parkinsons Canada – 09/14-09/19 – Announced annual fundraising walk
- Mommy & Me Craft & Vendor Show – 09/14-09/19 – Announced event
- United Way – 09/14-09/19 – Announced fall campaign kickoff
- Lake Region State College – 09/21 – Announced first aid clinic
- Pembina Valley Humane Society – 09/21-09/24 – Announced comedy night fundraiser
- Pembina Threshermens Museum – 09/21-09/25 – Announced fall supper
- Pembina Valley Twisters Hockey – 09/21-09/26 – Announced family fun day
- Pembina Hills Arts Centre – 09/21-09/26 – Announced fair trade market
- Pilot Mound Chamber of Commerce – 09/21-09/27 – Announced annual fall supper
- Our Lady of Mount Carmel Catholic Church – 09/21-09/27 – Announced fall supper
- Winkler Curling Club – 09/28-09/30 – Announced registration night
- Morden & Winkler Chambers of Commerce – 09/28-09/30 – Announced federal election candidate forum
- Garden Club of Carman – 09/28-09/30 – Announced fall perennial sale
- Roland Pumpkin Fair – 09/28-09/30 – Announced annual pumpkin fair
- Walhalla St. Boniface Catholic Church – 09/28-09/30 – Announced fall supper