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Radio Station KAUJ FM Grafton, ND

**Issues & Programs Exhibit**

4th Quarter 2013

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## **Issues & Programs Outline**

### **Section A: Newscast Overview & Quarterly Issues addressed**

1. E-H-D
2. Affordable Health Care (Local meeting)
3. Propane Shortage & impact on local farmers
4. Crime
5. County Issues
6. Flood Insurance
7. Tax Reform

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

1. Community Outreach
2. Public Service
3. Veterans Day Program
4. Christmas Music Broadcast

### **Section C: Short/Long Form Programs**

1. Community Christmas Program
2. Tree of Light Memorial
3. Harvest Show
4. Walsh County Fair
5. Big Buck Saturday

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

1. Exhibit Attached

## **Section A: Newscast Overview & Quarterly Issues Addressed**

KNDK Radio produces 8 daily newscasts. In depth 'morning drive' reports air following ABC news at 6, 7 and 8am. Other reports occur following ABC News at 10, 11, 12, and at 4:30 and 5:35pm. KAUJ FM carries identical morning news coverage as the station simulcasts with KXPO 6-10am weekdays.

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 8 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. Below is a representative sample of local stories and content we produce each day. \

### **1- E-H-D**

#### **News Treatments: October 11**

Reported that the fatal disease known as EHD that had struck North Dakota's deer population was being found in cattle. Ranchers were to be looking for symptoms in their herds such as swollen tongues and lameness. State veterinarian Susan Keller said the disease is always fatal in deer, but that cattle usually recover. The disease poses no threat to people.

### **2- Affordable Healthcare Session**

#### **News Treatments: October 30**

Reported that the Grafton Area Chamber of Commerce was sponsoring a free business lunch with a representative from Blue Cross Blue Shield on Halloween to address questions concerning the Affordable Care Act better known as Obamacare. If there was a large enough response to the meeting, it was planned that another session would be held in the evening in the future.

### **3 - Propane Shortage**

#### **News Treatments: November 18**

Reported that farmers in the state were feeling the pinch of a propane shortage as the corn crop was coming off the fields and needed drying. Mike Rud, executive director of the North Dakota Propane and Gas association said about 8 states in the region were also feeling the shortage. Rud advised farmers and homeowners who heat their homes with propane to not let their tanks get too low.

#### **4- Crime**

##### **News Treatments - November 26**

Reported that a Park River man was in custody on a charge of corruption of a minor age 15-17 with an adult over 22. Justin Kiefer age 25 was charged with the class C felony, punishable by up to 5 years in prison and a \$10,000 fine. His bond had been set at \$25,000

#### **5- County Issues**

##### **News Treatments: December 4**

Reported that the Walsh County Commission had voted to increase their efforts in educating land owners that a permit was required for drain and tile installation when more than 80 acres were affected. Walsh County Highway Superintendent Sharon Lipsh called for friendly reminders to be sent in the mail. The commission agreed.

#### **6- Flood Insurance**

##### **News Treatments: December 6th**

Reported that senator John Hoeven was in Grafton the day before to speak to residents about flood insurance at a special meeting at City Hall. The meeting was called to discuss rising flood insurance rates that were a result of the Biggert Waters Flood Reform Act of 2012. Hoeven discussed the possibility of removing the federal flood insurance mandate as well as delaying enforcement of the the Bigger Waters Act until the city could complete a flood diversion plan which would remove the city from the flood plane and thus remove the need for flood insurance.

#### **7- Tax Reform**

##### **News Treatments: December 6<sup>th</sup>**

Reported that Governor Jack Dalrymple had created a task force to guide statewide property tax reform. The 14 member task force would be represented by property taxpayers and authorities from local tax jurisdictions. The group will evaluate the system of assessing and collecting taxes by locally elected officials and will forward its findings and recommendations to the governor and the legislature.

## **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- Community Outreach**

Simmons Broadcasting employees Andrea Johnston, Jesse Forster & Sean Ford represented the company at a fundraiser held to benefit the Domestic Violence and Abuse Center of Walsh County on December 11th. We made a financial contribution to the Center during that event.

### **2- Public Service**

Simmons Broadcasting provided the audio equipment at the Unity Medical Center Foundation Harvest Auction. Staffer Ryan Johnston, set up the sound system for them and provided technical services.

### **3- Veterans Day Program**

The Veterans Day program of the Grafton American Legion Post was broadcast live on KXPO 1340 AM on Veterans day, Nov. 11th.

### **4 – Christmas Music Broadcast**

The Christmas Carols and Candles program is performed annually by a group of local music enthusiasts at Grafton Lutheran Church. The program was broadcast on KXPO Christmas Eve.

## Section C: Short/Long Form Programs

Each weekday KXPO & KAUJ Radio produces several short form programs. The duration of each is five minutes to fifteen minutes in length. The program content covers a variety of topics. Below is a listing of programs and subjects representative of these efforts.

- 1- Community Christmas Program
- 2- Tree Of Light Memorial
- 3- Harvest Show
- 4- Walsh County Fair
- 5- Big Buck Saturday

1) Special guest, RoseMarie Kerner, joined host Sean Ford in the KAUJ/KXPO morning show to promote a community Christmas event. It's called the Community Christmas Eve Party and it's held at St. John the Evangelist Church annually so members of the community have a celebration to join instead of spending the holiday alone.

2) Two Tree-of-Light Memorial services were aired live on December 8th. The first was broadcast live from the service at First Care Health Center in Park River and the second was live from the Valley Ambulance Center in Grafton.

3) October 1st through the 21st, morning show host Ryan Johnston did an evening "Harvest Show" specifically dedicated to providing unique entertainment for our community members that were up late doing seasonal harvest work. The program is a call in dedication show and is highly popular among farmers.

4) October 17th and 18th, Brian VanBruggen attended the Walsh County Fair in Park River and did live on-air features from the fair that included guest interviews, results of the events, promotion of upcoming events.

5) KXPO & KAUJ along with the Grafton Area Chamber of Commerce hosted a "Big Buck Saturday" event in correlation with hunting season. Patrons had the chance to register and win Grafton Bucks the first three Saturday's in December. The drawing of winning names was done by Ryan Johnston and Chamber Director Todd Morgan live on KXPO during a two hour entertainment segment designed to entertain the shoppers. Winners had to call into the studio from a participating store of they were drawn.

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

Each day KAUJ 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.

PSA's 4<sup>th</sup> Qtr  
KXPO & KAUJ

October

- ✓ Grafton Area Chamber 10/28 – 10/31 – Promoted a community education event they hosted on the Affordable Care Act
- ✓ Benefit 10/20 – 10/27 – Promoted a benefit dinner for the Piper Ferguson Family to help offset medical expenses
- ✓ Story Hour 10/10 – 10/24 – Announced where story hour was taking place in Pembina county
- ✓ Our Savior's Lutheran Church Park River 10/11 – 10/17 – Promoted their luncheon fundraiser
- ✓ Drayton Ambulance Service 10/20 – 10/28 – Promoted their free EMT training classes
- ✓ Grafton Booster Club 10/5 – 10/10 Promoted an event they're sponsoring involving motivational speaker Coach Don Meyer
- ✓ Domestic Violence and Abuse Center 10/8 – 10/12 – Promoted their event the Tri-County Women's Expo
- ✓ Guess Who's Coming to Dinner 10/12 – 10/17 – Promoted their senior social gathering
- ✓ Grafton High School Key Club 10/7 – 10/12 – Promoted a membership dues fund drive
- ✓ St. Luke's Catholic Church 10/8 – 10/12 – Promoted their "A Public Square Rosary Rally" event
- ✓ Hoff Lutheran Church 10/10 – 10/13 – Promoted their pancake breakfast fundraiser
- ✓ United Blood Services 10/10 – 10/14 & 10/31 – Promoted their blood drives
- ✓ N.E.N.D. Pioneer Association 10/1 – 10/4 – Gave information about their monthly meeting
- ✓ American Cancer Society 10/22 – 10/26 – Promoted a haunted house fundraiser put on the a Relay for Life team
- ✓ Thrivent Financial for Lutherans 10/19 – 10/30 – Promoted a series of workshops being held to educate people about identity theft

November

- ✓ Guess Who's Coming to Dinner 11/18 – 11/21 – Promoted their senior social gathering
- ✓ N.E.N.D. Pioneer Association 11/1 – 11/4 – Gave information about their monthly meeting
- ✓ Lankin American Legion 11/12 – 11/17 – Advertised their pancake breakfast fundraiser
- ✓ Story Hour 11/13 – 11/21 – Announced where story hour was taking place in Pembina county



- ✓ Bechyne Heritage Hall 11/7 – 11/10 – Promoted their pancake breakfast fundraiser
- ✓ Christian Unity Hospital Corporation 11/1 – 11/5 – Promoted the dates of their annual meeting
- ✓ Unity Medical Center 11/12 – 11/18 – Promoted their Diabetes Support Group
- ✓ Benefit 11/12 – 11/17 – Promoted a Pancake and Sausage Breakfast benefit fundraiser for Andy Myrvik
- ✓ Park River Veterans 11/7 – 11/11 – Promoted their Veteran's Day Program
- ✓ United Blood Services 11/7 – 11/11 – Promoted their blood drive
- ✓ Grafton Police Department 11/8 – 11/13 - Promoted their community education event about identity theft
- ✓ Minto Quick Response 11/12 – 11/16 – Promoted their baked potato feed fundraiser
- ✓ Cavalier Assembly of God Church & Cavalier Baptist Church 11/1 – 11/3 – Promoted a special guest speaker event at the churches
- ✓ Grafton Youth Hockey Club 11/1 – 11/2 – Promoted their "Try Hockey for Free Day"
- ✓ Adams Parish Men's Club 11/5 – 11/8 – Promoted their Annual Hunter's Breakfast fundraiser
- ✓ First Care Health Center 11/4 – 11/6 – Promoted their Auxillary Holiday Bazaar

#### December

- ✓ Story Hour 12/13 – 12/19 – Announced where story hour was taking place in Pembina county
- ✓ Guess Who's Coming to Dinner 12/18 – 12/19 – Promoted their senior social gathering
- ✓ Imagination Library 12/15 – 12/20 – Promoted a fundraising event "Crazy Christmas Sweaters for a Cause" to benefit kids enrolled in the Imagination Library Program
- ✓ Grafton Baptist Church 12/9 – 12/11 – Promoted the church Christmas program
- ✓ N.E.N.D. Pioneer Association 12/8 – 12/10 – Gave information about their monthly meeting
- ✓ Park River Bible Camp 12/6 – 12/14 – Promoted their Christmas concerts
- ✓ City of Park River 12/1 – 12/7 – Promoted their Christmas event: Super Santa Saturday
- ✓ St. John's Catholic Church 12/25 – 12/27 – Promoted their Piano Talk Christmas Concert
- ✓ Benefit Supper 12/9 – 12/14 – Promoted a benefit supper for the Chase Borden family to defray major medical bills
- ✓ Elmwood Historical House 12/1 – 12/7 – Promoted the Christmas Open House where a free will offering was accepted to assist with the property maintenance
- ✓ Heritage Village 12/7 – 12/14 – Promoted their Taste of the Holidays event including the children's sleigh rides and visits with Santa
- ✓ Grafton Lutheran Church 12/1 – 12/7 – Promoted their fundraiser bake sale

- ✓ St. John Catholic Church 12/20 – 12/24 – Promoted their Christmas Eve party
- ✓ Grafton Senior Citizens Club 12/1 – 12/4 – Promoted their Christmas Party
- ✓ Grafton Community Helpers 12/16 – 12/20 – Promoted their kid's shopping with Santa event
- ✓ Our Savior's Lutheran Church 12/1 – 12/7 – Promoted their fundraiser bake sale
- ✓ City of Drayton 12/1 – 12/7 – Promoted the town's Old Fashioned Christmas events