



Radio Station KAUI FM Grafton, ND

Issues & Programs Exhibit

1st Quarter 2017

Prepared by Bob Simmons

Issues & Programs Outline

Section A: Newscast Overview & Quarterly Issues addressed

1. City Roofing Project
2. Grafton Park Board
3. UMC Restrictions
4. Police/Traffic Safety
5. Utilities Ordinance
6. School District Restructuring

Section B: Special & Non-Broadcast Events

1. Teacher of The Month
2. IBIB Scholarship
3. iNews.TV
4. Holiday Bill Pay

Section C: Short/Long Form Programs

1. Flood Reports

Section D: Public Service Announcements

1. Exhibit Attached

Section A: Newscast Overview

KAUJ FM Radio produces 5 daily newscasts. Five 2 minute 'morning drive' reports air at 5, 6, 7, 8 and 9am.

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 5 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:

News 1-5-17

City roofing project

The Grafton City's Councils Ways and Means Committee passed a motion Monday to accept the bid from a Grand Forks Company to re-roof City Hall, Fire Station #101 and the Ambulance Building. Tecta America was had the winning bid of Just over \$64,560 for city hall and the fire station and \$23,120 for the Ambulance building. Tecta American beat out Skinner roofing of Grand Forks which submitted a bid of just over \$106,000 for both projects.

News 1-11-17

Grafton Park Board

The Grafton Park District will hold a Facility Committee meeting tonight at the Council Chambers at City Hall at 5:30 p.m. The sole topic of discussion will be the future of the Centennial Center's nearly 30-year old ice plant and ideas on how to continue to operate and eventually replace it. Recently the Park District had to foot a more than a \$10,000 bill when 244 gallons of R22 refrigerant leaked from the facilities ice plant. Dahl said Grafton Parks and Recreation has invited several entities including Midwest Refrigeration, the Grafton School Board, The city of Grafton, the Blue Line Club, the Grafton Youth Hockey Board and the Red River Regional council to tonight's Meeting to discuss plans of dealing with the issue in the future

News 2-3-17

UMC restrictions

Unity Medical Center in Grafton has a visitor restriction due to increase in influenza A in the community. Please do not visit unless it is necessary. If you have a cough, cold or flu like symptoms, you are asked to wear a mask and wash hands often. The restriction will stay in place until influenza A circulation is no longer widespread.

News 2-23-17

One vehicle roll over east of Park River

Icy road conditions were partly to blame for a one-vehicle rollover accident Early Tuesday about one mile east of Park River on Highway 17. A late model GMC pickup was traveling east at approximately 7:40 a.m. when the driver of the attempted to pass another vehicle. The driver of the GMC pickup lost control, and rolled in the south ditch according to the Walsh County Sherriff's Department. The driver and the passenger described as two teenage boys were not injured. The Accident happened as the pair was on their way to school in Park River.

News for 3-15-17

Utilities Ordinance

By a 7-1 vote Monday, the Grafton City Council, on recommendation from the Public Utilities Committee passed a first reading changing the City's ordinance regarding utility Service.

The new ordinance changes the Deposit for service from 100 dollars to 250 dollars. The Due date is moved from the first of the month to the 15th of each month. The ordinance changes the disconnect date to 15 days after the bill due date and increases the reconnect fee from \$25 to 30 dollars.

The ordinance also holds the property owner responsible for 50 percent of bills that go to bad debt.

News 3-21-17

Grafton School District Admin restructuring

With all three schools, Century Elementary, Grafton Middle School and Grafton High School under one roof, Grafton School District # 3 has restructured its Administrative positions for the 2017 -2018 school year. At its Regular monthly meeting the Grafton School Board approved the following contracts.

Michael Kaiser will be Principal for Grades 7-12, he is currently principal for the Middle School. Randy Rice Assistant HS Principal and Activities Director. Current Century Elementary Principal Jill Olson will be principal for grades Pre-K through second grade and Current second grade teacher Stephanie Nilson has been offered a Grade 3 through Grade 6 principal position.

Superintendent Jack Maus said the restructuring will save the School District about one to two percent in its administrative budget. Current High School principal Darin Albrecht will take over for Maus as Superintendent of Schools on July 1, 2017.

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- Teacher Of The Month

Each month during the school year Simmons Multimedia Stations acknowledge a deserving area educator with our Teacher of The Month Award. Nominations come from listeners who submit the name of a local teacher on our websites. The winning teacher receives a commemorative plaque, \$100 in cash and a pizza party for the class. (see Exhibit 1 attached)

2- IBIB Scholarship

Each year, Simmons Multimedia Stations in conjunction with the International Broadcasters Idea Bank and SESAC offer a \$10,000 scholarship opportunity to a college student pursuing a career in radio broadcasting. (see Exhibit 3 attached)

3- iNews.TV

In January Simmons Multimedia entered into a content sharing partnership with local/regional news upstart iNews.TV. A link to this exclusive content is embedded on our web portals. (see Exhibit 4 attached)

4- Holiday Bill Pay

During the month of January Simmons Stations gave listeners the opportunity to win \$500 in cash to pay off holiday bills. (see exhibit 5 attached)

Simmons Multimedia Stations and its associated websites are giving listeners the chance to win tickets to see Tim McGraw and Faith Hill in concert at The Fargo Dome later this summer. To win, listeners send in a selfie of them and their soulmate via our online entry form at myborderland.com. We will be adding these selfies to our "Selfie With Your Soulmate" gallery, where the best pics win!



Pop Quiz – In 1962 92 % of the public listened to radio each week. What percent listens to local radio each week today?

- (A) 40%
- (B) 60%
- (C) 92%.

The correct answer is (C) 92%, *same as it was 55 years ago!* RADIO was and still is the number 1 reach medium beating TV, outdoor, internet and print.



Congratulations to Mrs. Amanda Tunks, the kindergarten teacher at Drayton Public School! She receives \$100 dollars in cash, a commemorative plaque, and a pizza party for her class! Each month during the school year we honor a deserving area educator. To nominate a teacher in your school, just click on the Teacher of the Month link on our websites: myborderland.com and walshcountydailynews.com



Beginning in April we're talking sports every weeknight from 7:00 to midnight! From 7:00 to 9:00 PM, hear former NFL Quarterback Mark Malone as he breaks down the daily sports headlines. From 9:00 to midnight, it's the team of Amani and Dave (former New York Giants wide receiver Amani Toomer and Sports Talk host Dave Schwartzman) hold court interviewing the biggest names in sports!

RadioWaves Newsletter

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Women 15 to 54 say they love their favorite radio station more than PANDORA -- and by a huge margin -- 58% to 32%. This and other information about how women feel about radio was presented on February 16th by ALAN BURNS AND ASSOCIATES in partnership with STRATEGIC SOLUTIONS RESEARCH.

"Most women have a surprisingly deep connection to their favorite radio station," said BURNS. "We asked them who they felt understood them better: the radio station they listen to most, people who decide what fashions to stock in department stores, or the manufacturers of the cosmetics they use. Despite the fact that the cosmetics and fashion industries spend millions of dollars on understanding and predicting women, radio wins (80% to 69% each for fashions and cosmetics)."

The study, titled "What Women Want 2017 -- Insights into Radio, Music, and New Media" surveyed 2,000 women aged 15-54 for their usage and perceptions of radio, pureplay music streamers, and other sources of music, including what audio drivers of connected vehicles listen to.



TEACHER OF THE MONTH *Congratulations to Quenna Beston!*

Congratulations to Quenna Beston, the technology / STEM teacher at Munich Public School! She receives \$100 dollars in cash, a commemorative plaque, and a pizza party for her class! Each month during the school year we honor a deserving area educator. To nominate a teacher in your school, just click on the Teacher of The Month link on our websites: myborderland.com and walscountydailynews.com



Simmons Multimedia, The International Broadcasters Idea Bank and SESAC are making a ten thousand dollar scholarship available to a college student in his or her second or third year and who will graduate with a degree leading to a career in radio broadcasting or song writing. For an application call any of our offices or visit myborderland.com. Deadline for receipt of applications is March 20, 2017.

RadioWaves Newsletter

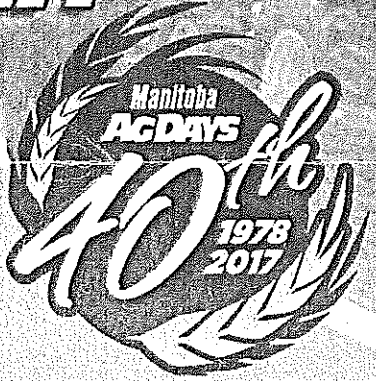
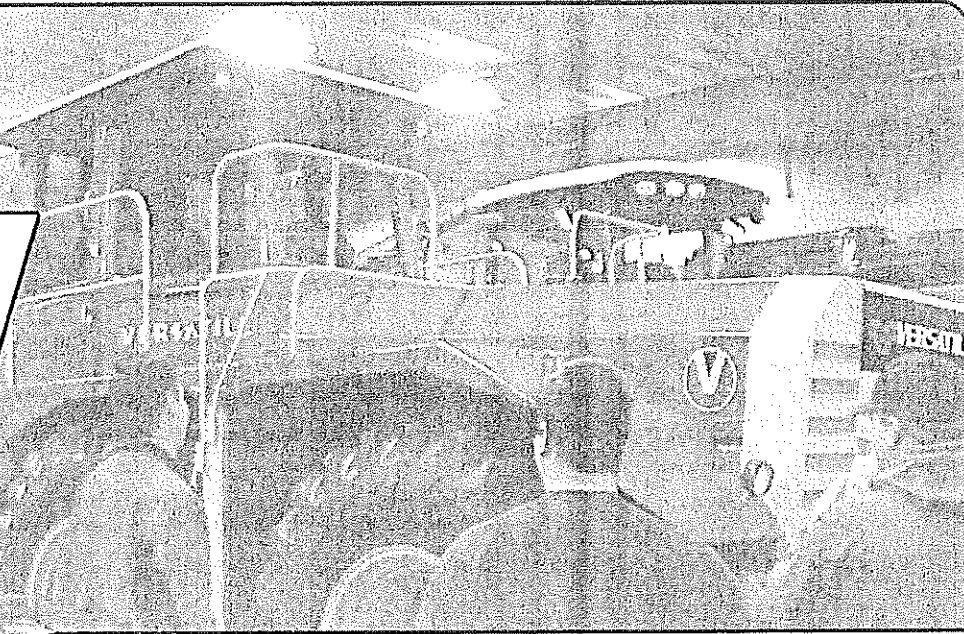
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EX. 3

BIG ROY

AT



In January, Maverick 105 participated in the three day Manitoba Ag Days event held in Brandon, Manitoba. Among the features was the Versatile 1080 (pictured) known as BIG Roy, this is the largest tractor of its kind. The parts were manufactured in Winnipeg and assembled in Fargo. For more on BIG Roy, other events, and speakers from Manitoba Ag Days, click on the Agriculture tab at myborderland.com!



TEACHER OF THE MONTH

Congratulations to Mark Derzak!

Congratulations to Mark Derzak, 11th Grade Social Sciences teacher at Morden Collegiate. Mr. Derzak receives \$100 dollars in cash, a commemorative plaque, and a pizza party for his class! Each month during the school year we honor a deserving area educator. To nominate a teacher in your school, just click on the Teacher of the Month link on our websites:
 • myborderland.com and walshcountydailynews.com



iNewz.TV

Launches in January

In January, Simmons Multimedia joined into a partnership with regional video news upstart iNewz.TV, the brainchild of Grand Forks based TV Newsman, Neil Carlson. Several radio stations and newspapers contribute on a daily basis providing fresh local hometown news content. To see iNewz.TV click on the NEWS tab at www.myborderland.com or www.walshcountydailynews.com.

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RADIO WAVES

JANUARY 2017

Radio Gets Results!

Published for
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SIMMONS SCREENS

NOW IN ACCESS EVENT CENTRE

In early December the City of Morden awarded Simmons Multimedia the digital screen contract with The Access Event Centre. Simmons Screens will provide the facility with a turnkey platform which includes flat screen TV's, media players, hardware/software, and professionally produced video content. If you're an advertiser who would benefit from having your message displayed on our screens at the Access Event Centre and several other popular area locations, reach out to us at 204-822-8000.

KEN MORGAN WINS VIDEO AWARD

Video Award
Presented to Ken Morgan for his entry
KEN MORGAN
2016 Harvest Report
FOURTH PLACE
NATIONAL ASSOCIATION OF FARM BROADCASTERS

Simmons Multimedia Farm Director Ken Morgan received the 4th place award from the National Association of Farm Broadcasters for his submission '2016 Harvest Report'. In the video Morgan interviewed Dan Skinner of Skinner Harvesting, Emporia KS who was custom combining in the Langdon area in September.

THE HOLIDAY BILL PAY

ENTER FOR A CHANCE TO WIN \$500!

During the month of January, Simmons Stations and websites will be giving listeners the chance to win \$500 cash to pay off holiday shopping bills. Listen to your favorite Simmons Station or visit us online at myborderland.com and walscountydailynews.com for complete details.

EX 5

Section C: Short/Long Form Programs – Flood Reports

Each spring our stations coverage area is subject to a degree of flooding caused by swollen rivers as well as overland flooding. Some years the impacts are greater than others. Every year residents turn to our trusted radio stations for important flood related news and information. This information takes the form of road closures, river level readings, disaster preparedness, etc. Typical flood reports are broadcast several times each day across all of our radio stations and are also made available for download on our websites. Flood Reports are anchored by our Grafton based News Reporter, Mike Allen, Langdon based News Reporter Ken Morgan and Morden, MB based News Reporter Dusty Van Der Steen.

Grafton- SPECIFIC: Flood updates March 20-March 31.

While area rivers and streams were threatening to flood, 1340 A.M. KXPO and KAUJ FM 100.9 aired flood reports three times daily at 7:45 a.m., 12:05 p.m. and 5:45 p.m. Each report was approximately 2 minutes long. Content included general flood information provided by the national weather service river level observations for all rivers and streams in our broadcast area as well as safety reminders and warning as warranted.

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 2017 PSA Grafton

- Senior Citizen Club-01/05/17-Quarterly Meeting at the Armory at 1:30
- Dog Daze at Story Hour-01/10/17-01/19/17-
January
10-Tracy's Day Care Drayton at 10:00am
11- Drayton First Grade at 12:30pm
12- Grafton ESP at 3:30pm & 4:15pm
17- Drayton Preschool at 9:00am & 1:00pm; Drayton Kindergarten at 9:30am; Pembina Public Library at 3:30pm
18- Cavalier preschool at 10:00am & 1:00pm
19- Thomas Elementary at 8:45am; Grafton ESP at 3:30pm & 4:00pm
- Guess Who's Coming to Dinner-1/19/17-At 6pm at Marketplace on 8th in Grafton All Widows and Widowers are Welcome
- Minto ND Community Center-01/28/17-9th Annual Joanie Slominski Memorial Scholarship Fun Run from 11am-8pm at Minto Community Center
- St. Mary's Catholic Church-01/31/17-Blood Drive at Park River American Legion Main Room

February 2017 PSA Grafton

- Unity Medical Center-02/27/16-Diabetes Support Group at Unity Clinic Lobby Area at 5pm
- Our Saviour's Lutheran Church Park River-02/02/17-Groundhog Day Meal from 5-7 Free Will Offering Proceeds go to Park River Bible Camp
- Dakota Medical Foundation-02/09/17-24 Hour Online Fundraising Event Donations Made to Saint Gianna's Maternity Home in Warsaw ND
- Good Samaritan Society Park River-02/12/17-Annual Spud Bar Dinner from 11-1pm Free Will Offering
- North Star Community Credit Union-02/06/17-Story Time at the Carnegie Regional Library in Grafton at 10:15AM
- Mona Szklariski-02/05/17-Pancake Breakfast Benefit from 9-1pm at St. John's Evangelist Catholic Church of Grafton Silent Auction and Bake Sale All Proceeds Towards Medical Expenses
- NDSU/USDA-02/22/17-Walsh County lady & Water Workshop at Park River City Auditorium from 9-2
- Unity Medical Center-02/02/17-Due to Influenza A No Visitors Until Further Notice
- Park River Volunteer Fire Department-02/12/17-3rd Annual "Sweetheart's Breakfast" from 10-1pm at Park River Fire Hall
- St. Luke's Catholic Church-02/26/17-Preparting for Lent an Event for Women at 2pm at St. Luke's Catholic Church in Veseleyville ND Tickets \$10.00 Proceeds go to Park River Pregnancy Help Center
- American Cancer Society-02/09/17-Relay for Life Kickoff Meeting at Marketplace on 8th from 4:30-6
- Senior Citizen Club-02/20/17-Quarterly Meeting at the Armory at 1pm
- Grafton Senior Citizen Club-02/20/17-Heart Health and Cardiac Rehab by Sandra Lessard-RN at the Armory at 1pm Lunch will be Served Open to the Public
- Great Plains Food Bank-02/17/17-Distributing Fresh Fruit, Vegetables, Meats, Shelf Stable Items at Grafton City Hall from 11am-1pm

March 2017 PSA Grafton

- Walsh County Relay for Life-03/17/17-Win a Suite at the St. Patrick's Day Fargo Force Game Raffle Tickets \$10.00 each or 6 for \$50.00 all Proceeds go Towards Walsh County Relay for Life
- Angel of Hope Memorial Park-03/04/17-March Meltdown Party at the Boardwalk Bar & Grill Rivers Edge Lounge Proceeds go to Angel of Hope Memorial Park In Grafton Event Starting at 5pm
- Knights of Columbus Council #3918- 3/10, 3/17, 3/31, Fish Fry at St. John's Parish Center in Grafton \$12.00 per Plate
- Walsh County Historic Preservation Commission-03/22/17- Cartoonist Steve Stark to Present Illustrated History of Red River Valley at Grafton Middle School Gym at 2pm
- Look Who's Coming to Dinner-3/16/17-6pm at Marketplace on 8th all Widows and Widowers are Welcome
- Carnegie Regional Library-03/20/17-Story Time National Quilting Month at 10:15 at Carnegie Regional Library
- Thrive Community Church of Grafton-03/26/17-Open House from 5-6:30
- Cavalier Robotics Team-03/26/17-Soup & Breadstick Fundraiser at Cavalier School Multi Purpose Room from 11-2
- Our Saviors Lutheran Church-03/26/17-Community Praise Service Baked Potato Feed at 5:30 Free Will Offering Silent Auction at 6:30 Proceeds will Help Repair Roof
- Grafton Youth Hockey/Grafton Blueline Club-3/25/17-2016-2017 Mega Raffle Dinner at 7 Drawing at 9:30 at Marketplace on 8th