



Radio Station KAUJ FM Grafton, ND

Issues & Programs Exhibit

2nd Quarter 2014

Prepared by Bob Simmons

Issues & Programs Outline

Section A: Newscast Overview & Quarterly Issues addressed

1. Minto School District
2. Grafton Water Department
3. Volunteer Weather Spotters
4. Red River Regional Council
5. Election Night Coverage
6. Grafton Flood Risk Citizen Advisory Group

Section B: Special & Non-Broadcast Events

1. Relay For Life
2. Marketing Seminars/Client outreach
3. NDSU Video Series

Section C: Short/Long Form Programs

1. Walsh County Agent Report
2. Grafton Chamber of Commerce Report
3. Cavalier Chamber of Commerce Report

Section D: Public Service Announcements

1. Exhibit Attached

Section A: Newscast Overview

KAUJ FM Radio produces 4 daily newscasts. Five minute 'morning drive' reports air following ABC news at 6, 7 and 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 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:

April 2014 KXPO

4/07/14

Reported on a special meeting hosted by the Minto School District. The District was looking for as much public involvement and opinion as possible as they moved forward in their plan for possible improvements to the Minto School. The meeting was open to the public and held at 7:00 p.m. April 8th.

4/14/14

Reported on the recent Certificate of Compliance received by the Grafton Water Department. The certificate was given to the department by the North Dakota Department of Health. The Health Department noted that Grafton Water Superintendent Ken Miskavige and his staff were to be commended for their work and achievements from which the citizens of Grafton all benefit.

May 2014 KXPO

5/01/14

Reported on the city of Grafton's need for volunteers to serve as weather spotters to watch for severe weather in the area. Grafton was also in need of storm shelter monitors who would be able to operate as storm shelters. Those able to help were to contact the Grafton Police Department.

5/02/14

Reported that Dawn Keely, Executive Director of the Red River Regional Council testified before the Senate Agriculture Committee in Washington D.C to speak on some of the challenges that are specific to North East North Dakota. Keely told the committee that recent town hall meetings seeking public input on the issues back in North Dakota had been well attended.

June 2014

6/11/14

Broadcast live election night coverage and reported results of local and regional city and school board races. Also covered results of an ordinance which passed in the City of Park River which allowed under certain conditions, the raising of livestock within city limits.

6/13/14

Reported on the first meeting of the newly formed Grafton Flood Risk Reduction Citizen Advisory Group. The group met to identify the issues and alternatives that were to be addressed during the environmental phase of the project to remove the city of Grafton from the 100 year floodplain.

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- Relay For Life

Simmons Multimedia is proud to sponsor Relay For Life activities in a number of area communities. Our involvement includes in-kind advertising, use of our portable sound systems, emceeing of the various events, on-air interviews, assistance in set up and logistics of events by staff on a volunteer basis. (Exhibit 1)

2- Congressman Cramer Visit

On April 16, 2014 Congressman Kevin Cramer in response to outcries from local farmers visited our station to be interviewed regarding the lack of rail service available this spring. The video interview was also posted on our stations web pages and promoted heavily. (Exhibit 2)

3- Marketing Seminars – Client Outreach

Simmons Multimedia Stations continue to provide free ‘nuts and bolts’ marketing education seminars to clients and non-clients alike. A typical seminar includes a power point presentation focusing on traditional and digital media. These workshops are facilitated by two representatives from the Simmons Multimedia Marketing Department. Seminars are conducted at the client’s place of business or our conference room. A list of businesses/organizations that participated in this outreach initiative during 1st quarter 2014 is attached. (Exhibit 3)

4 – NDSU Video Series

Simmons Multimedia in conjunction with the Langdon NDSU Research Station produces a series of radio and video programs dealing with soil issues encountered by farmers in the region. (Exhibit 4)

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- Grafton Chamber Of Commerce Report
- 2- Walsh County Extension Agent Report

Grafton Chamber of Commerce Report

Each week, Todd Morgan, Executive Director of the Grafton Area Chamber of Commerce calls into our Grafton studio or comes live in person for an interview to talk about the events in that area.

Program Moderator – Ryan Johnston

Dates of program: 4/2,9,16,23,30 5/7,14,21,28 6/4,11,18,25

Times of Broadcast: All programs aired Wednesday's at 9:10am

Walsh County Extension Agent Report

KXPO airs a weekly report from Walsh County Extension Agent, Brad Brummund where he shares timely issues facing farmers in the region.

Program Moderator – Ryan Johnston

Dates of program: 4/7,14,21,28 5/5,12,19,26 6/2,9,16,23,30

Times of Broadcast: All programs aired Mondays at 1:40pm

Section 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.

APRIL 2014 PSA's

- Grafton Fire Department 4/12/14-Fund raiser for new equipment.
- Relay for life, Walsh County 4/5/14- Meeting for raising money for cancer awareness & research.
- Cavalier Assembly of God 4/1-4/12/14-Presentation, free will offering.
- Pembina County Library 4/1-4/30/14-Promoting reading in school age children.
- St. Stanislaus Church 4/8-4/27/14-Benefit Breakfast.
- Grafton Lutheran Church 4/8-4/25/14-Benefit Supper for remodeling.
- Grafton Blood Drive 4/8-4/21/14- Blood Drive.
- Skywarn 4/1-4/08/14-Severe weather spotters class.
- Victory Free Lutheran Church 4/1-4/29/14-Conference Sessions.
- Unity Medical Center 4/1-4/19/14-Relay for Life Bake Sale.
- Zion Lutheran Church 4/1-4/13/14- Pancake Breakfast, Youth Activities.
- Larimore Whipstitchers Guild 4/10-4/16/14-Quilt Show, Salad Luncheon.
- NEND Pioneer Association 4/10-4/21/14-Meetings
- Knights of Columbus 4/1-4/11/14-Fish Fry Fund Raiser/charitable events.
- Skywarn Weather Spotters 4/1-4/8/14-Severe Weather Class.

MAY 2014 PSA's

- Our Saviour's Lutheran Church 5/1-5/4/14 Dinner Fundraiser
- Senior Citizens Club-Grafton 5/1-5/6/14 Meeting.
- VFW Auxiliary 5/1-5/8/14 Poppy Day selling for Veterans.
- REM Stepbusters 5/1-5/9/14 Silent Auction fundraiser for cancer research.
- United State Postal Service 5/1-5/10/14 Food Drive.
- Pembina County Story Hour 5/1-5/14 promoting reading for kids.
- Park River Alter Society 5/5-5/14/14 Soup and Salad Luncheon.
- Our Saviors Lutheran Church 5/8-5/17/14 Annual Dinner fundraiser.
- Park River Ambulance 5/10-5/19/14 Donation Drive.
- NEND Pioneer Association 5/10-5/19/14 Meeting.
- Unity Medical Center 5/10-5/20/14 National Hospital Week.
- Adams Lutheran Church 5/15-5/25/14 Memorial Day Program.
- Park River American Legion 5/15-5/25/14 Memorial Day Program.
- Grafton American Legion 5/15-5/25/14 Memorial Day Program.
- American Cancer Society 5/15-5/30/14 Barbecue Fundraiser.

JUNE 2014 PSA's

- Crystal Boosters 6/1-6/7/14 Annual Auction Fundraiser.
- American Cancer Society 6/1-6/7/14 Annual Relay for Life Walk.
- Pembina County Hospital 6/1-6/11/14 Pie Social Fundraiser.
- Grafton Cheerleaders 6/1-6/13/14 Car Wash Fundraiser.
- Hoople Blood Drive 6/1-6/13/14 Blood Drive.
- Grafton Backpack Exchange 6/5-6/15/14 Donation of backpacks for kids.
- NEND Pioneer Association 6/5-6/16 Meeting.
- Minto Burger Nights 6/5/14-6/26/14 Fundraiser for various organizations.
- 5k Run/Walk Grafton 6/5-6/28/14 Fundraiser for American Cancer Society.
- Grafton Lutheran Church 6/5-/6/31/14 Blood Drive.
- Unity Medical Center 6/5-/6/31/14 Golf Tournament to raise funds for medical research.
- Park River Bible Camp 6/10-6/31/14 Camp Worship Days.
- Park River American Legion 6/10-6/31/14 Breakfast Fundraiser for building maintenance.
- Carnegie Regional Library 6/1-6/31/14 Reading Program for School age children, summer reading program to get children interested in reading.

EXHIBIT 1



CANCER SURVIVOR BANQUET

You and your spouse or caregiver are cordially invited to the Northern Lights Relay For Life Survivor Banquet to honor YOU as a survivor.

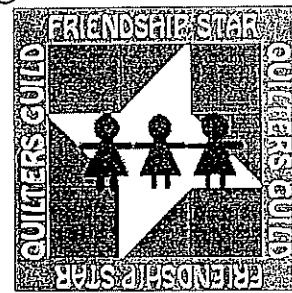
Tuesday, May 27

United Lutheran Church

Social Time: 6 p.m. • Dinner with Program to follow: 6:30 p.m.

R.S.V.P. Not Necessary.

Salad Luncheon & Silent Auction



Friendship Star Quilters want to

IMAGINE . . . CAVALIER COUNTY CANCER FREE

JOIN US APRIL 26, 2014 at 11:30 AM
Vic Sturlaugson Learning Center
Langdon, North Dakota

May Dahl
SPEAKER: Representative from the
American Cancer Society

Everyone welcome. Cost is \$ 10.00
with all proceeds going to the Relay for Life
May 30, 2014

Relay for Life Fundraisers

Mark your Calendars

Thursday, April 17 – Bake Sale
Choice Financial

Thursday, April 24 – Pie Social
TOPS, Senior Center, 2-4 p.m.

Thursday, May 1 – Taco in a Bag
United Communications

Luminaries now available.
See Team Members for details.



Tickets Available
WHL-FUNDS-BENEFIT!

Farmers & Merchants State Bank • Choice Financial Bank • Sports and Shirts



Relay for Life

Breakfast

Sunday, April 27

9:00am - 1:00pm

Sarles Legion Hall

Free will offering

All proceeds go to Relay for Life



Exhibit #2 (news story of Cramer visit to Simmons Stations April 16, 2014)

Congressman Cramer in Langdon Monday

The Cavalier County Farm Bureau will be sponsoring a town hall meeting today at 1:00PM. The meeting will take place at the American Legion Hall in Langdon and is a chance for area farmers to express any concerns they may have about the rail road's shipping of fertilizer and crops. Leon Peterson, the President of the Cavalier County Farm Bureau, says there's been concern about the lack of effort put forth by the railroad companies. Some crops have been backed up as long as five months due to the rail traffic. Rail services have been backed up due in large part to an increase in oil production. Bad weather has also been stated as a concern. Peterson says that this issue needs to be addressed and this meeting is the chance to have your voice heard. The meeting will have ND Rep. Kevin Cramer coming to speak about the issues with the railroad.

EX 3

HOME EVENTS CALENDAR FARM NEWS GARAGE SALES VIP STOPPING ABOUT US EMPLOYMENT/EO
FARM & AG NEWS

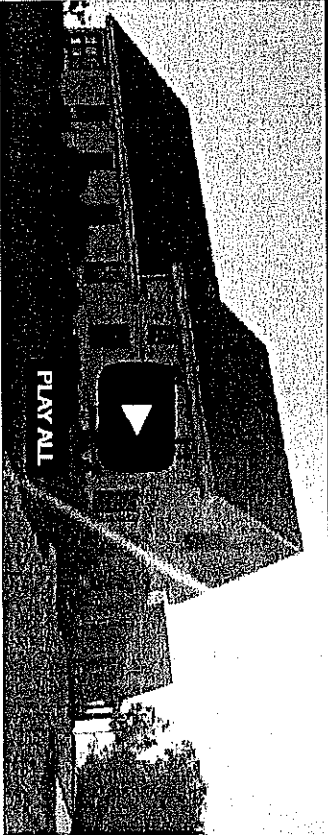


Mycogen
SEEDS
Corn & Soybeans

FeedsSweep
 No News Today
 Sorry, there does not appear to be any news in the feeds specified. Maybe it is just a slow news day?



PLAYLIST NDSU Extension Office



HARVEST REPORTS

NATURAL STEWARDSHIP	
Spring Wheat	-0.5 651.25
Wheat (Electronic)	0.75 562.5
KOBT Red Wheat	-9.5 673.5
Soybeans (Electronic)	4.5 1397
Corn	0.25 418.75
DJIA	-8 18891

All data delayed 20 minutes

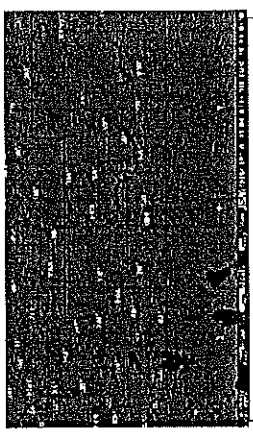


EXHIBIT 2

The following businesses and organizations were presented with a comprehensive marketing seminar, conducted by Simmons Multimedia Representatives on the dates shown.

Sky Dancer Hotel & Casino -	4/29
Green Dreams Landscaping -	4/29
Shear Bliss Salon -	5/12
Pixels Advertising -	5/13
Scheels Grand Forks -	6/5
Tri-Coating -	6/11
Russ' Auto & Scrap -	6/12
Flooring & More -	6/27