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Radio Station KAUJ FM Grafton, ND

**Issues & Programs Exhibit**

3rd Quarter 2014

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## **Issues & Programs Outline**

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

1. Grafton Public Utilities
2. Crime
3. Multi-Hazard Mitigation Plan
4. Grafton Community Center
5. Grafton City Council Budget
6. Walsh County Road Weight Exemptions

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

1. Cavalier Music & Art In The Park
2. Edinburg Rib Cookoff
3. Grafton Crazy Day
4. Confederate Railroad Concert
5. Drayton Rod & Reel Fishing Tourney
6. Rollin On The River/Grand Forks
7. Golf Tourney/Park River
8. For Women Only/Unity medical Center

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

1. Grafton Community Center Project
2. Stand Theatre Fundraising Project
3. Walsh County Extension Agent Report
4. Local Sports Hour
5. Grafton Police Report
6. Grafton Chamber of Commerce Report

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

1. Exhibit Attached

## Section A: Newscast Overview

KXPO Radio produces 9 daily newscasts. Five minute 'morning drive' reports air following ABC news at 6, 7, 8 and 9am. Other reports occur following ABC News at 10:05, 11:05, 4:30 and 5:30pm. There is also an expanded thirty minute report during the noon hour 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 9 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:

July 9th

Reported the Grafton Public Utilities Committee had begun discussions on implementing a new city ordinance that would allow for stiff penalties against those found plumbing storm water into the sanitary sewer system. Street and Wastewater Superintendent Rock Desautel told the committee that half of the city's 14 lift stations were in need of repair and replacement as a result of being overwhelmed by storm water. The committee moved the discussion on the new ordinance to the full City Council.

July 16th

Reported the investigation into an attempted break-in on Western Avenue in Grafton which resulted in the homeowner being shot, revealed the wound appeared to be self inflicted. The victim had fired one round at the suspect attempting to gain entry into the residence and then accidentally discharged a second round into her lower leg.

AUGUST 2014

August 20th

Reported Walsh County was seeking public input on the draft of the county's Multi-Hazard Mitigation Plan. Federal law requires the plan be updated every five years. Directed comments and questions to the Walsh County Emergency Manager Brent Nelson. The plan includes information on flooding, summer and winter storms and homeland security.

August 29th

Reported the newly formed board of directors for the proposed Grafton Community Center had recently wrapped up a series of input sessions regarding the proposed site of the project. The board was seeking to raise half a million dollars through private donations by November under the hope that work could begin by the Christmas season.

## SEPTEMBER 2014

### September 10th

Reported the Grafton City Council had approved second reading of the city's 2015 budget. The council had also approved first reading of a new storm sewer ordinance that would allow the city to fine those in violation \$500 per month until the violation was corrected. The ordinance would be in effect from November 1st to March 31st. Councilman Brian Sieben was the lone vote against approval.

### September 17th

Reported on the first day Walsh County farmers were able to purchase 10% weight exemption permits for their trucks. The permits allow vehicles to haul 10% more weight when hauling the harvest from the field to the first point of storage. Permits were \$50 per thirty day period.

## **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.

July 24<sup>th</sup>, 2014 – Attended Music and Art in the Park in Cavalier. Provided MC services for their event and did live on location broadcasts.

July 26<sup>th</sup>, 2014 - Attended the Annual Edinburg Rib cook-off. Provided MC services for their event and did live on location broadcasts and gave away promotional prizes.

July 31, 2014 – Did live on location remotes from various places celebrating the Grafton Crazy Day event. Did live on-air prize drawings on behalf of the Grafton Area Chamber of Commerce.

August 8<sup>th</sup>, 2014 - Simmons Broadcasting sponsored a Confederate Railroad concert in Park River. Did promotional ticket giveaways and provided MC services for that event.

August 9<sup>th</sup>, 2014 – KXPO representative Sean Ford attended the Rod and Reel Cat fishing Tournament in Drayton, ND. Did live on location remotes and tournament updates for that event.

August 15<sup>th</sup>, 2014 – In studio guests: The Grafton High School Cheer Squad. The cheerleaders and their coach were on air to spread awareness about their club and to promote some of their upcoming fundraisers.

August 16th, 2014 – Promoted and attended Rollin' On the River event in Grand Forks. Live on air interviews to promote that event and provided MC services.

September 20<sup>th</sup>, 2014 – KXPO co-sponsored a glow-ball golfing tournament at the Park River golf course to raise \$1,060 for Park River Emergency Services and the Lyric Theatre.

September 24<sup>th</sup>, 2014 – Unity Medical Center had an event called "For Women Only" and KXPO provided sound/PA services for that.

### **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.

#### **Grafton Area 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: 7/2, 7/9, 7/16, 7/23, 7/30, 8/6, 8/13, 8/20, 8/27, 9/3, 9/10, 9/17, 9/24

Times of Broadcast: All programs air Wednesday's at 8:40am

#### **Grafton Police Department Update**

Officer Dumas of the Grafton Police Department comes to the KXPO studio to discuss timely information regarding public safety, police department changes, updates and seasonal reminders for the public.

Program Moderator – Ryan Johnston

Dates of Program: 7/3, 7/17, 7/24, 8/7, 8/14, 8/26, 9/11, 9/18, 9/25

Time of Broadcast: Approx 8:40 am

#### **Grafton Community Center Project**

Representatives from the committee organizing the Grafton Community Center project call into our KXPO studio or come in person to update the public on the progress, invite people to view the designs, and promote fundraising that's being done. The project would revamp a current banquet facility in Grafton to create a state of the art community center.

Program Moderator: Sean Ford with guests Deb McKay & Michael Leighton

Dates of Program: 8/21, 8/27, 9/9, 10/6

Time of Broadcast: 9:05 am

## **Walsh County Extension Agent Report**

KXPO airs a weekly report from the Walsh County Extension Agent to share timely issues facing farmers in the region.

Program Moderator: Leslie Lubenaugh

Dates of Program: 7/14, 7/21, 7/28, 8/4, 8/11, 8/18, 9/8, 9/22, 9/29

Time of Broadcast: 1:40 pm

## **Strand Theater Fundraising Project**

Weekly, Chris Larson, representative of the Save Our Strand Fundraising organization calls in to give a project update and discuss upcoming fundraising opportunities.

Program Moderator: Ryan Johnston with Sean Ford and guest Chris Larson

Dates of Program: 7/4, 7/11, 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, 8/29, 9/5, 9/12, 9/19, 9/26

Time of Broadcast: 8:45 AM

## **Local Sports Hour**

Every Saturday during the school year, Sports Director hosts the local sports hour and invites coaches, players, and fans of our local high school sports teams to discuss current stats, games, and the season in general

Program Moderator: Sean Ford

Dates of Program: 8/30, 9/5, 9/12, 9/19, 9/26

Time of Broadcast: 11:00 AM



## **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.

### **JULY 2014 PSA's**

- Grafton Lutheran Church 7/1-7/2/14- Blood Drive.
- Valley Cruisers-Grafton 7/1-7/4/14- Annual Car Show.
- Pembina North Dakota 7/1-7/4/14- 4th of July Celebrations.
- Park River North Dakota 7/1-7/6/14- 4th of July Celebrations.
- Park River American Legion 7/1-7/9/14- Breakfast Fundraiser for Building Maintenance.
- Unity Medical Center-Grafton 7/1-7/10/14- Golf Scramble Fundraiser.
- North Valley Career & Tech Center 7/2-7/18/14- Young Entrepreneurs Summer Camp.
- Drayton, ND 7/2-7/19/14- Riverfest- summer activities.
- Hoople North Dakota 7/2-7/20/14- 125th Town Celebration.
- Carnegie Regional Library 7/9-7/31/14- Exhibit of WWI memorabilia.
- Park River American Legion 7/10-7/20/14- Fundraiser for the family of a loss.
- Northeast North Dakota Pioneer Association 7/10-7/21-Monthly meeting.

### **AUGUST 2014 PSA's**

- NEND Pioneer Association -8/1-8/12/14- Monthly Meeting.
- TruStone Wealth Management-8/1-8/12/14-Community Appreciation.
- Bechyne Heritage Hall-8/1-8/16/14-Dinner Fundraiser.
- Kids and Cops-Grafton-8/1-8/19/14-Fun For all Ages, meet and greet.
- Piano Talk-8/1-8/19/14-Concerts at St, Johns Parish Center, Grafton.
- Cavalier School-8/1-8/21/14-Back to School Night.
- Skjeberg Lutheran Church-8/1-8/24/14-Picnic in the Park for area missions.

- Threshing Show- Park River-8/1-8/24/14-Farming awareness.
- Community Center-Grafton-8/4-8/28/14-Public input meeting for proposed Center for Grafton.
- Park River Pool Boosters-8/4-8/28/14-Farmers market to raise money for swimming pool.
- Walsh County-8/1-8/29/14-School supplies needed for Walsh County Students.

### SEPTEMBER 2014 PSA's

- Zion English Lutheran Church-Grafton 9/1-9/18/14-Salad Luncheon to raise money for the church.
- Minto School-9/1-9/18/14-Open House for proposed improvements to school.
- Hillcrest Country Club Park River-9/1-9/20/14-Golf Tournament to support the Park River Theater and Boy Scouts.
- First Care Health Center-9/1/9/20/14-Harvst Fest, Auction Proceeds toward purchase of new equipment.
- Guy Miller 5k-9/1-9/20/14-To raise money for the Northeast Regional Water Operation Team.
- Pembina County Memorial Hospital-9/1-9/20/14-Bazaar and Bake Sale proceeds to support the Auxiliary.
- Fall Fest-Grafton-9/1/9/27/14-Various activities to support town.
- Lutefisk & Meatball Dinner-Park River-9/1-9/28/14-Proceeds to support area churches.
- St. Bridgest Catholic Church-9/1-9/28/14-Fall Super to support Church.
- Blood Drive-Drayton-9/1-9/29/14-Trinity Lutheran Church-Blood Drive.