



**Multi Media
USA & Canada**

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Radio Stations KXPO-AM & KAUJ-FM
Grafton, ND

Issues & Programs Exhibit

2nd Quarter 2013

Prepared by Andrea Johnston

Issues & Programs Outline

Section A: Newscast Overview & Quarterly Issues addressed

1. Public School Organization
2. Grafton Emergency Declaration
3. Local Student Honored
4. Hospital Fundraiser
5. Motorcycle Ride-In
6. Imagination Library

Section B: Special & Non-Broadcast Events

1. Rod & Reel Rally Registration
2. First Care Health Center Golf Scramble Fundraiser
3. Communications Student Intern
4. \$5,000 worth of marketing donated to Grafton SummerFest Event
5. Relay for Life
6. Kickin Up Kountry
7. Put Minto on the Map Event

Section C: Short Form Programs

1. Memorial Day Program
2. Flood Reporting
3. Cavalier Chamber of Commerce
4. Grafton Area Chamber of Commerce
5. Walsh County Extension Agent

Section D: Public Service Announcements

1. Exhibit Attached

Section A: Newscast Overview

KXPO Radio produces eight local newscasts weekdays. In depth "morning drive" reports air following ABC news at 6, 7, and 8am. Other reports occur following ABC news at 10am, 11am, and 12pm and independently at 4:30pm and 5:35pm. KAUJ Radio carries identical news coverage as KXPO from 6:00 AM to 10:00 AM weekdays.

News treatments: The length of each of our lead or features 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 eight 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.

Sample: Below is a sample which represents the typical local news stories produced daily by our stations.

April 2013

April 1st, 2013: News Director Scott Karnik interviewed Grafton School Superintendent Jack Maus. Maus talked about a new space study authorized by the Grafton School Board to help the school board decide whether to upgrade Central Middle School or build a new middle school on-site with Grafton High School and Century Elementary School. An architect was selected for that study.

April 2nd, 2013: Reported the City of Grafton had declared an emergency to help prepare for an imminent spring flood. City Mayor Chris West was interviewed about the emergency dike work.

May 2013

May 1st, 2013: News Director Scott Karnik interviewed Danielle Osowski, student and resident of Grafton. Osowski won a North Dakota award for explaining why she wore her seatbelt. ND DOT officials in Grafton told KXPO News wearing seatbelts is critically important and they're getting more people to do so.

May 10th, 2013: News Director Scott Karnik interviewed Grafton resident Tom Campbell. Campbell paid 400-dollars for a hamburger at Westside Drive-In during a charity auction for Unity Medical Center in Grafton.

June 2013

June 3rd, 2013: News Director Scott Karnik interviewed one of the organizers of the 17th annual Cavalier Motorcycle Ride-In: Nancy Jensen. Interest in the ride-in is increasing, due in part to expanded publicity. Jensen says events like that motorcycle ride-in are critical to the economy of a small, rural North Dakota town like Cavalier.

June 4th, 2013: KXPO News Director Scott Karnik interviewed North Dakota First Lady Betsy Dalrymple. Dalrymple visited Grafton for a health event and to promote the inaugural Imagination Library Conference. Imagination Library promotes reading for children of an early age in North Dakota to better prepare them to read in school.

Section B: Special and Non-Broadcast Events

1. Rod & Reel Rally Registration

Each year, KXPO & KAUJ partner with the Drayton Area Chamber of Commerce and the Red River Resort to generate entries for the regions largest catfishing tournament. Proceeds benefit the Drayton Area Chamber.

2. First Care Health Center Golf Scramble Fundraiser

Simmons Broadcasting was a hole sponsor at the First Care Health Center Golf Scramble Fundraiser. Proceeds from the event benefit First Care Health Center.

3. Communications Student Intern

From April 18, 2013 to June 15, 2013, KXPO & KAUJ had an intern. Taylor Lehar graduated early from Park River High School and she interned with our stations to gain insight on media influence in marketing and communication. She will be attending UND in the fall for Communications.

4. \$5,000 worth of marketing donated to Grafton SummerFest Event

Simmons Broadcasting was an in kind sponsor for Grafton SummerFest and in that donated over \$5,000.00 worth of advertising, news and promotional coverage for the four-day celebration held annually in Grafton. The SummerFest event was June 27th through 30th and the proceeds went to the Grafton Area Chamber of Commerce.

5. Relay for Life

KXPO staff members Ryan Johnston and Brian VanBruggen represented our radio group to provide professional DJ service and MC service to the Walsh County Relay for Life event held June 7th, 2013 in Grafton.

6. Kickin Up Kountry

For promotional purposes, KXPO staff member Ryan Johnston broadcast his morning show from the Kickin Up Kountry Country Music Festival in Hallock. This was done at no charge to promote the concert.

7. Put Minto on the Map Event

On June 15, staff members Ryan Johnston and Sean Ford broadcast remotely from the "Put Minto on the Map" event. KXPO helped draw a crowd to the event to

help the City of Minto break the Guinness record for the largest pot of chili made and the most people served.

Section C: Short Form Programs

1. Memorial Day Program

KXPO broadcast real time audio of the Memorial Day Program organized by Grafton American Legion. The program was located at Marketplace on 8th Ballroom in Grafton. The broadcast is greatly appreciated by veterans and all listeners not able to travel to the event.

2. Flood Reporting

The threat of overland spring flooding was higher this year than most. In an effort to serve out listeners, News Director Scott Karnik added the flood report to our program lineup. Six times daily there was a three to four minute segment to offer detailed reporting of flooding and flood warnings to the public. This occurred twice this spring so flood report were added to the lineup from March 18 to April 12 and May 16 to June 7

3. Cavalier Chamber of Commerce

The Executive Director of the Cavalier Chamber of Commerce is invited to call into our Grafton studios for an interview Thursdays at 9:10 AM to talk about the events in that area.

4. Grafton Area Chamber of Commerce

The Executive Director of the Grafton Area Chamber of Commerce is invited to call into our Grafton studios for an interview Wednesdays at 9:10 AM to talk about the events in that area.

5. Walsh County Extension Agent

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

Section D: Public Service Announcements

Each day, KXPO AM & KAUJ FM 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 monthly/group/event/dates of many of the PSA's broadcast and is representative of this commitment.

April 2013 PSA's

Park River Bible Camp – Promoted Pancake Dinner Fundraiser 4/20-4/28
North Valley Tech Center – Promoted a parenting class they offer 4/10-4/19
Century Elementary – Promoted family night events 4/10-4/18
Grafton Municipal Airport – Promoted a free flyin event for kids 4/18-4/28
Unity Medical Center – Promoted a diabetes management workshop 4/18-4/29
Walsh County Extension Office – Promoted their genealogy workshop 4/20-4/27
Story Lady Story Hour – Promoted Story Hour events for kids in Pembina Co. 4/1-4/29
City of Park River – Promoted fundraising event for the bike path 4/1-4/4
Feed My Starving Children Organization – Helped organize volunteers for event 4/1-4/7
Grafton Fire Department – Promoted fundraiser event 4/1-4/6
Adams-Edmore Gymnastics – Promoted their fundraiser meal 4/2-4/13
St. Stanislaus Church – Promoted their fundraiser meal 4/4-4/14
Benefit – Promoted benefit breakfast for Marcy Ketelsen medical expenses 4/4-4/14
United Blood Services – Promoted a blood drive 4/5-4/15

May 2013 PSA's

Relay for Life – Promoted multiple fundraiser events 5/1-5/31
Relay for Life – Promoted Survivor Dinner 5/21-5/31
Adams Memorial Day Program – Promoted the event 5/21-5/26
American Legion Auxiliary – Promoted their poppy drive fundraiser 5/10-5/20
Story Lady Story Hour – Promoted Story Hour events for kids in Pembina Co. 5/1-5/22
Minto Community Center – Promoted their fundraiser 5/1-5/4
City of Crystal – Promoted their city park fundraiser 5/1-5/5
Benefit – Promoted a Auction benefit for Dawn Hell medical expenses 5/1-5/5

June 2013 PSA's

Park River Bible Camp – Promoted multiple concerts 6/1-6/13
Grafton Community Endowment Fund – Promoted the grant program 6/15-6/30
Save our Strand Committee – Promoted upcoming fundraising event 6/10-6/20
United Blood Services – Promoted multiple blood drives 6/1-6/30
Relay for Life – Promoted multiple fundraiser events 6/1-6/7
City of Minto – Promoted community burger night events 6/1-6/30
Relay for Life – Promoted Survivor Dinner 6/1-6/3
Benefit – Promoted a Benefit Poker Run for Gary Helland's medical expenses 6/15-6/30