



Radio Station KAUJ FM Grafton, ND

Issues & Programs Exhibit

3rd Quarter 2015

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Issues & Programs Outline

Section A: Newscast Overview & Quarterly Issues addressed

1. Grafton City Council
2. Grafton Police Tip 411
3. Emergency Preparedness
4. Vehicle Break Ins
5. Park River School Public Hearing
6. Grafton Area Senator Explores Run For Governor

Section B: Special & Non-Broadcast Events

1. Big Brothers – Big Sisters Fundraiser
2. Devils Lake Tourism Map Project
3. Marketing Seminars/Client outreach
4. Sports Guide
5. Simmons Internship Program
6. Idea Bank Scholarship Program

Section C: Short/Long Form Programs

1. Pembina County Fair
2. Park River Fourth of July
3. Grafton Crazy Day
4. Drayton Rod and Reel Rally
5. Grafton Area Chamber of Commerce
6. Walsh County Extension Agent
7. Grafton Parks and Recreation

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:

July 2015

July 14th

Reported that the Grafton City Council had approved a resolution of support concerning flood control. The resolution implemented the authority and means to create a flood risk reduction project for controlling Park River food waters as to eliminate or reduce damage to the city and it's residents. Language in the resolution stated that the city would now proceed with and continue its efforts to create and establish the Grafton Flood Risk Reduction Project consisting of a bypass channel or channels and tie back levees

July 16th

Reported that the Grafton Police Department working with Walsh County Communications implemented an anonymous tip reporting system service called TIP411. the service is intended to be a valuable tool for the department in solving a myriad of crimes in the community

August 2015

August 11th

Reported that emergency services, first responders and officials from the surrounding area were to conduct a simulated incident in Grafton the following day. The main objectives of the drill were to include testing the County's emergency operations plan along with communications and command structures. The exercise was coordinated by Wenk Associates from Mandan ND

August 28th

Reported that three people were arrested following a rash of vehicle break-ins that had occurred in the city and surrounding area. The three suspects were brought up on numerous charges including possession of stolen properties, possession of drug paraphernalia and forgery. The arrest resulted in the recovery of many stolen items.

September 2015

September 9th

Reported on a public hearing for taxpayers in the Park River School district. The purpose of the meeting was to give citizens an opportunity to present oral or written comments regarding a potential tax levy increase of 36.42 percent. The increase was to pay for renovations in the Park River Area School building.

September 16th

Reported that Grafton resident and District 19 state senator Tom Campbell had formed an exploratory committee for a potential run for the office of Governor. The committee was formed to help him gauge voter interest in his potential candidacy. Campbell said the committee would take up to a month to complete its study, at which point he would make an official public announcement on his decision to run or not

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- 8th Annual Tractor Cruise

On the weekend of July 11th Simmons Stations hosted our 8th Annual Antique Tractor, Car and Pick-up Cruise. Entrants drove their 'old iron' from Edmore, ND to Lawton, ND. This event draws large numbers of participants and spectators each year.

2- Sports Guide

Twice each year (fall & winter) Simmons Multimedia produces The Area Sports Guide. This printed booklet features over 40 pages of area high school team photos, game schedules and features. The guides are made available free to the general public. An online version is also available on our website sports page.

3- Garage & Rummage Sale Locator

Simmons Multimedia Stations post area garage and rummage sales on an interactive webpage that shows sale locations/street addresses, sale hours, sale items and a map with driving directions. The Garage and Rummage Sale Locator is made available free as a service to our listeners and the general public.

4- Client Outreach/Marketing Seminars

Throughout the year, Simmons Stations offer free marketing seminars to area businesses. The focus of these meetings is on attracting and retaining customers using total marketing solutions including radio/TV/print/digital/outdoor. Businesses who participate are under no obligation to purchase advertising from Simmons Stations. Some of the businesses we provided free marketing education to in Third Quarter 2015 include Park River Dental Clinic - Park River, ND, Edward Jones – Grafton, ND, Great Canadian Oil Change- Winkler, MB.

Section C: Short Form Programs

KXPO AND KAUJ FM produce a daily 15 minute program called Community Billboard. The program has been running for over 30 years and features interviews with community leaders and local newsmakers. The program airs Monday through Saturday at 9:10 AM is hosted by News Director Ryan Johnson. A description of some of the program topics covered during Third Quarter 2015 is attached.

1. Pembina County Fair

Host Brian James interviewed participants of the Pembina County Fair on location from the two day event. He reported on activities, contest results and entertainment details.

2. Fourth of July

Host Sean Ford was on location at the Park River Fourth of July event and provided a live parade broadcast and promotion of the event and activities.

3. Grafton Crazy Day

Ryan Johnston assisted Grafton Area Chamber Director in facilitating on air Crazy Day drawings with city wide participation during the all day event. Four drawings were held and a total of \$1,000.00 in Grafton bucks was given away for the event.

4. Drayton Rod & Reed Rally

Sean Ford was on location for the Drayton Rod and Reed Rally representing KXPO & KAUIJ as sponsoring radio stations for the event. Throughout the event Sean was going live on air to give updated standings for the tournament and to promote the event.

5. Grafton Area Chamber of Commerce

Wednesday mornings at 8:45, Ryan Johnston interviews Todd Morgan, the Director of the Grafton Area Chamber of Commerce, live to hear about the current events, initiatives and activities with regard to the Chamber.

6. Walsh County Extension Agent

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

7. Grafton Parks and Recreation

Director, Mike Steinfeldt, is interviewed weekly about the happenings at all of the various Park and Recreation activities and facilities. Topics included hiking trail information, building updates and sales, swimming pool availability, lessons, equipment and building rental opportunities.

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.

July 2015 PSA Grafton

- Drayton Alumni Association-07/16-07/19/2015-Drayton All Class Reunion Plans include sports activities, kids games, parade, a variety show, meals and food vendors, street dances, fireworks, and more.
- Drayton Alumni Association-07/17/15-A Variety/Talent show is planned for Friday July 17 at the All Class Reunion. Do you have a talent, skit, or act you might like to enter? Anything goes. Please contact us right away. Call Rob Boll, 701-454-6104 or Barbie Steenerson 701-520-0913 or email alumni@draytonND.com.
- Drayton Alumni Association-07/16-07/19/15-Anyone organizing meals or other events at this summer's Drayton Riverfest and All Class Reunion July 16-19, 2015 should contact Drayton Community Chamber of Commerce right away. Opportunities exist for earning some money or hosting activities for our many guests; plans are moving ahead and publicity will be sent out soon. Even if you're not sure yet, please contact Rob Boll 701-454-6104, Barbie Steenerson 701-520-0913, or email chamber@draytonND.com.
- Brent Hermans-06/16-08/25/15-Piano Talk Concerts Six Tuesdays at 7:30 at St. John's Parish Center
- Park River-07/03-07/04-15-Annual 4th of July Celebration Schedule of Events
- Sara Berger-07/02/15-Bridal Shower at 7pm at St. John's Church in Pisek
- Park River, ND-07/04/15-15th Annual Car Show After 11:00 A.M. 4th of July Parade on Briggs AVE S
- Drayton, ND-07/16-07/19-18th Annual Drayton Riverfest Schedule of Events
- Minto, ND-07/02-08/13/15-Burger Nights Free Will Offering Fundraiser from 5pm-7:30pm on the Street of Harvey Avenue
- NDYEEP-07/14-07/17/15-Young Entrepreneurs Summer Camp at North Valley Career & Tech Center
- Quale WECLA-07/30/15-Article and Food Sale at 7:30 pm at Quale Lutheran Church Rural Fordville
- Public Service Announcement-07/2/15-Grafton, ND an Aerial Mosquito Control Application is Scheduled for Thursday July, 2 between 7-11pm
- Edinburg Fire Department-07/18/15-Rib Cook-Off at Edinburg City Park \$25 Entry Fee Ribs Must Be Ready to Judge at 5:15pm
- Edinburg-07/18/15-Rib Cook-Off at Edinburg City Park Serving Begins at 5:30pm Live Broadcast on Maverick from 3pm-6pm, Adults \$10, Kids 10 and Under Free
- Public Service Announcement-07/9/15-Grafton, ND, Hoople ND, Edinburg, ND an Aerial Mosquito Control Application is Scheduled for Thursday July, 9 between 7-11pm

- The N.E.N.D. Pioneer Assn Meeting-07/20/15-2015 At 7:30 Pm At The Depot In Park River,N.D. All Members Are Welcome To Attend And New Members Always Welcome
- City of Park River-07/15/15-Weather permitting, the city of park river will be ground fogging for mosquitoes around 9:00 pm tonight.
- Farmland for Rent: There are 460 acres of farmland for rent in the Drayton area. For information, call Scott Kingsbury at (651) 216-2502
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- DRAYTON RIVERFEST-Parade entries are sought for the Drayton Riverfest and All Class Reunion Grand Parade, Saturday July 18. You may pre-register by calling or emailing Harold (218-843-5228) or Trina (218-988-2185) Weimer at CHS Inc. Parade entrants will assemble in Schumacher Park beginning at 10:00 a.m. and the parade gets underway at 11:00 a.m. Email address is harold.weimer@chsinc.com.
- Public Service Announcement-07/16/15-Grafton, ND an Aerial Mosquito Control Application is Scheduled for Thursday July, 16 between 7-11pm
- Walsh/Pembina County SS-07/25/15-27th Anniversary Toy Run Proceeds go to Walsh/Pembina County Social Services Kids Christmas
- Public Service Announcement-07/30/15-Grafton, ND an Aerial Mosquito Control Application is Scheduled for Thursday July, 30 between 7-11pm

August 2015 PSA Grafton

- Drayton, ND Chamber-06/08/15-Rod & Reel Rally Catfishing Tournament from 10am-4pm in Drayton ND
- Brent Hermans-06/16-08/25/15-Piano Talk Concerts Six Tuesdays at 7:30 at St. John's Parish Center
- Drayton, ND-08/08/15-Drayton Ribfest Downtown Main Street Near Boat Landing, Ribs, Side Dishes, Beverages, Fun, Serving Starts at 5pm
- Park River, ND-06/04/15-Blood Drive from 9am-2:15pm at Park River American Legion Main Room
- Walsh County Historical Society-08/16/15- They'll host the Director of Indian Studies, Bergit Hans, who is speaking on the history and meaning of star quilts. This is at 2PM August 16th at the Minto Community Center. Refreshments will be served and all are welcome to attend.
- The Pembina County FSA Office-08/04/15- would like to remind farmers to come into the office and enroll in the 2014 and the 2015 annual ARCPLC Program
- Public Service Announcement-08/06/15-Grafton, ND an Aerial Mosquito Control Application is Scheduled for Thursday August 8th between 7-11pm

- City of Minto-08/10/15- Minto cookouts have been extended for one more week! The last one will be on August 20th and it will be hosted by a team member from all the groups that participated this summer.
- St. Thomas Public School-08/18/15 & 08/19/15-Registration from 8-4
- NEND Pioneer Assn-08/17/15- Monthly Meeting at 7:30 Pm At The Depot In Park River All Members And New Members Are Welcome To Attend
- Public Service Announcement-08/13/15-Grafton, ND an Aerial Mosquito Control Application is Scheduled for Thursday August 13th between 7-11pm
- Grafton Police Department-08/18/15-Kids + Kops at Lestikow Park from 12-4 Hotdogs and Chips and Prize Giveaways
- Public Service Announcement-08/20/15-Grafton, ND an Aerial Mosquito Control Application is Scheduled for Thursday August 20th between 7-11pm
- Skjeberg Lutheran Church-08/30/15- Rural Drayton Will Host Their 9th Annual Picnic In The Park From 5-7pm At The Drayton Park. They'll Serve BBQ Ribs, Hotdogs, Beans, Corn On The Cob, New Potatoes, Fresh Veggies, Watermelon And Homemade Pies. The Popple-Ridge Pickers Of Lancaster Will Provide Music Throughout The Meal. Free Will Offering And Everyone Is Welcome
- Northeast North Dakota Pioneer machinery Association-08/30/15-40th Annual Threshing Show in Park River North Dakota

September 2015 PSA Grafton

- Guy Miller-09/19/15-Memorial 5K at 9:00am in Minto ND, Run/Walk All-Terrain 5K
- Grafton Community Endowment Fund Committee-09/19/15- Invites You To The Clash Of The Dakotas Football Party, Saturday Sept 19th At Marketplace On 8th In Grafton
- Pembina County Historical Society-09/13/15-22nd Annual Pioneer Machinery Show
- Face the Music Story Hour-09/17/15-09/29/15-
 September
 17- Cavalier preschool at 9:30am, 10:00am, & 2:15pm; Pembina County Special Ed Preschool at 1:15pm
 22-Drayton Preschool at 9:30am & 1:30pm; Drayton Kindergarten at 10:00am, Pembina Public Library at 4:00pm
 23- Drayton First Grade at 12:30pm
 24- Thomas Elementary at 8:45am
 29-Tracy's Day Care Drayton at 10:00am

- Public Service Announcement-09/03/15-Grafton, ND an Aerial Mosquito Control Application is Scheduled for Thursday September 3rd between 7-11pm
- Zion's English Lutheran Church-09/17/15-Annual Salad Luncheon from 11am-1:30pm
- Walsh County Health Nurse-09/28-10/29/15-Flu Shot Schedule
- Park River Bible Camp-09/27/15-41st Annual Lutefisk & Meatball Dinner from noon until 5:30pm Free Will Offering
- N.E.N.D Pioneer Assn-09/21/15-Monthly Meeting at the Park River Depot at 7:30pm
- Jimmy Hejlik Benefit-09/26/15-Forest River Community Center and Tom's Lounge in Forest River. 4-8pm Pulled Pork and Bake Sale, 4-7 Silent Auction, 8pm Live Music at Tom's Lounge. Free Will Offering
- Park River Bible Camp-09/17/15-Fall Gathering for Senior Citizens at 2pm
- Dean & Lea Shervin-09/26/15-60th Wedding Anniversay Open House 2pm-5pm at the American Legion In Park River
- Public Service Announcement-09/16/15-Grafton, ND an Aerial Mosquito Control Application is Scheduled for Wednesday September 16th between 7-11pm
- Public Service Announcement-09/28/15-Harlem Ambassadors at 7pm at the Cavalier High School Gym Proceeds Benefit the Morale, Welfare, and Recreation Account for the Men and Womoen of the 10th Space Warning Squadron, Cavalier Air Force Station
- Grafton Boosters-09/15/15-Tailgating before the Spoiler Football game, The Spoilers welcome the Shanley Deacons to Spoiler Country for a 7:00 game. Join fellow Boosters & Spoiler fans at 6:00 for some Bratts, fun, & Spoiler spirit
- St. Bridgets Catholic Church Cavalier-09/27/15-Fall Turkey Dinner from 11a-2pm
- Public Service Announcement-09/24/15-Grafton, ND an Aerial Mosquito Control Application is Scheduled for Thursday September 24th between 7-11pm
- CHI Friendship-09/25/15-Zumba with Paula and Yoga by Xtreme Measures Free Sampler at Collette Fitness Center in Grafton at 5:30pm