



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

Issues & Programs Exhibit

3rd Quarter 2013

Prepared by Andrea Johnston

Issues & Programs Outline

Section A: Newscast Overview & Quarterly Issues addressed

1. Farm Service Agency
2. Government Official
3. Human Services
4. U.S. Agriculture Department
5. Public School District
6. National Weather Service

Section B: Special & Non-Broadcast Events

1. Pembina County Fair
2. Fall Sports Guide
3. Music & Art in the Park

Section C: Short Form Programs

1. Fourth of July Parade
2. Grafton Public School Special Election
3. Author Lorraine Snelling
4. Deuce of August Parade
5. Grafton Area Chamber of Commerce
6. Walsh County Extension Agent
7. Rod & Reel Rally

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.

JULY 12, 2013

Reported on a reminder from the FSA that producers had until a July 15th deadline to file acreage reports with the Farm Service Agency for the 2013 crop year. Accurate reports for all crops and land uses can prevent the loss of benefits for a variety of programs.

JULY 31, 2013

Reported North Dakota district ten State Senator Joe Miller of Park River had revealed a passenger in his car the night he was cited for drunken driving had a marijuana pipe. Miller said the person worked for him. Miller had pleaded guilty in June to drunken driving and has said he will not give up his senate seat.

AUGUST 16, 2013

Reported on the Opening Mass and Anniversary celebration marking the 10th anniversary of Saint Gianna's Maternity Home in Warsaw, North Dakota. The building serves pregnant women and their children. Opening Mass was scheduled for 10:30 AM with lunch to follow.

AUGUST 26, 2013

Reported that the hot weather was helping some North Dakota crops mature but was putting stress on row crops. The U.S. Agriculture Department said rain was needed over much of the state to help the crop development.

SEPTEMBER 13, 2013

Reported on an upcoming public vote for residents in the Grafton School district. The purpose of the vote was to decide whether or not to fund the construction of a new 19 million dollar middle school which would be attached to the High School. Also reported on an upcoming public tour of the current middle school on Sept 26th at 7 PM.

SEPTEMBER 17, 2013

Reported on an unexpected early frost in the area. According to national weather service meteorologist Greg Gust, some spots in the listening area dipped as low as 30 degrees. While sensitive vegetation was expected to suffer as a result, row crops were expected to be unaffected

Section B: Special and Non-Broadcast Events

1. Pembina County Fair

Each year the Pembina County Fair is held in Hamilton, ND. KXPO & KAUJ help to promote the event & do a series of ticket giveaways for the rides.

2. Fall Sports Guide

The Fall Sports Guide is a book published by Simmons Broadcasting featuring all the area fall sports teams with pictures, season schedules and statistic information. 700 books were published and distributed to various businesses in all surrounding towns.

3. Music & Art in the Park

Morning host, Ryan Johnston, represented KXPO & KAUJ at the Music and Art in the Park event held annually in Cavalier. He provided MC services.

Section C: Short Form Programs

1. Fourth of July Parade

KXPO broadcast real time audio of the Fourth of July Parade organized by the Community Club in Park River, ND.

2. Grafton Public School Special Election

There was a special vote on whether or not to invest \$9,000,000 in the construction of a new middle school for Grafton Public Schools. Superintendent Jack Maus came in the studio with host Sean Ford and did a live hour-long question and answer session before the vote was held. Maus returned to the studio after the polls had closed to announce the results of the vote.

3. Author Lorraine Snelling

The author of a series of novels set in the red river valley came to the studio to be interviewed. Lorraine Snelling is a local celebrity and she had traveled to our area from her home in California so promote her books.

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.

6. Rod & Reel Rally

Each year, KXPO & KAUJ are on site at the annual Rod and Reel Rally in Drayton, ND. On air host Sean Ford represented us there this year and provided real time updates and results on the tournament.

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.

Please see attached

July 2013

Grafton Blood Drive- Promoted a blood drive 7/2
Benefit for Gary Helland -Benefit and poker run with a dance 7/13
Carnegie Regional Library- Promoted "Dig into Reading" event 7/3-7/31
Park River Farmers Market- promoted a food market 7/18-8/29

August 2013

Peggy Johnson- Promoted a Pancake & sausage breakfast benefit 8/25
Skjeberg Lutheran 7th Annual Picnic- Promoted picnic in the park event 8/25
Northeast ND Pioneer Machinery Association- Promoted a threshing show 8/25
Park Center Lutheran Church-Promoted Pastors speaking services 8/25
Benefit for J.R Riske- Promoted a benefit dinner 8/26

September 2013

Lancaster Gazebo- Promoted the grasshopper run/roll/ride half marathon 9/7
Pembina County Historical Society- Promoted 20th annual machinery show 9/7-9/8
Park Center Lutheran Church- Promoted pastor speak services 9/8 & 9/22
Dinosaur Daze at Story Hour- Promoted story time at schools 9/9-9/25
Valley Ambulance- Promoted a blood drive 9/10
The Edge- Promoted kids club for kids 9/11
Grafton Public School- Promoted central middle school building project meetings 9/12 & 9/26
Park River Coliseum- Promoted Harvest Fest 9/13
Drayton Area Community Foundation- Promoted grant applicants 9/13
Misialek Family- Promoted free wills scholarship benefit picnic in memory of Kelsey Misialek 9/14
Park River Bible Camp- Promoted Fall retreat with worship 9/14-9/15
NEND Pioneer Association- Promoted a meeting 9/16
Park River Bible Camp- Promoted a senior citizens fall gathering 9/17
Life Skills & Transition Center- Promoted tours, welcome of Alex Schweiter, superintendent 9/17
Market Place in Grafton- Promoted a dinner 9/19
Park Center Lutheran Church Rural Hoople- Promoted ice cream social/benefit 9/22
Altru Hospice in Park River & Grafton- Promoted Quilt bingo, grief camp 9/22
Unity Medical Center- Promoted informational programs 9/25
Park River Bible Camp- Promoted a annual Lutefisk & meatball dinner 9/29
Unity Medical Center- Promoted a diabetes support group 9/30