



Radio Station KAUI FM Grafton, ND

Issues & Programs Exhibit

1st Quarter 2016

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Issues & Programs Outline

Section A: Newscast Overview & Quarterly Issues addressed

1. Grafton Job Service Office Closure
2. Grafton Police Chief Rescinds Resignation
3. Flood Outlook
4. City Ordinance Changes
5. City Nomination Petition Filings
6. Community Health Needs Assessment

Section B: Special & Non-Broadcast Events

1. SESAC Scholarship
2. Sports Guide
3. Client Outreach

Section C: Short/Long Form Programs

1. Walsh County Extension Agent Report
2. Grafton Parks & Recreation Reports
3. Unity Medical Center "Friends Of The Foundation"
4. Grafton Police Chief Interview

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:

1/08/16

Reported on the closing of the Grafton Job Service Office. Grafton's office was to be closed along with six other offices across the state. The cuts were the result of a recent budget shortfall and came a month after lawmakers had denied an emergency appropriation of \$240,000 to the agency. Job Service employees from neighboring offices would be visiting Grafton twice a month until April 30th when the building would officially be closed.

1/12/16

Reported that Grafton Police Chief Anthony Dumas had rescinded his earlier resignation from the Grafton Police Department. Dumas made the announcement at January's City Council meeting. The council unanimously accepted the rescission. Dumas made the decision to stay in Grafton after city officials were able to work out a new pay agreement with him.

2/01/16

Reported on the latest flood outlook from the National Weather Service. Grand Forks meteorologist Greg Gust said the likelihood of flooding in Easter North Dakota for 2016 was extremely low. Soil moisture at freeze up was near normal to below normal and precipitation through the winter was below normal. At the time of the report the snow pack in the region was also normal to below normal.

2/03/16

Reported the Grafton Ways and Means committee had discussed amending a number of city ordinances at its February meeting. Changes would include changing the way fines were issued to violators of the city's snow mobile ordinance. The committee recommended removing language in current ordinance which required violators to pay a \$25 fine and instead move the violations to the general penalty guidelines. The change would allow a municipal judge to levy fines as they deemed fit on a case by case basis.

3/16/16

Reported on a community health needs assessment held at Unity Medical Center in Grafton. The purpose of the meeting was to discuss the overall well being of the community in regards to healthcare, recreation, business and more. The meeting was held in conjunction with the Walsh County Health Department, First Care Health Center and the Center for Rural Health and UND.

3/22/16

Reported on the latest round of petition of nomination filings with the city. City Auditor Connie Johnson wished to remind residents wishing to run for office that the deadline to file as a candidate was Monday April 11th at 4:00 p.m. Reminded residents the city/primary election would be held on June 14th.

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- IBIB Scholarship

Each year Simmons Stations in conjunction with SESAC and the International Broadcasters Idea Bank promote a ten thousand dollar scholarship opportunity which is offered to a college student who plans to pursue a career in radio broadcasting or music.

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- Devils Lake Tourism Map

During first quarter Simmons Multimedia released the 2016 Devils Lake Region Area Directory & Map. A total of ten thousand maps were printed and distributed at rest areas and other locations across the state.

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 First Quarter 2016 include: Horizon Bank –Devils Lake, JTL Industries-Winkler, Mazer Group-Brandon, Morden Home Hardware- Morden, Trails End –Pembina, Citizen State Bank-Park River, Joes Sport Center-Devils Lake

Section C: Short Form Programs

KXPO AND KAUJ FM produces 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 and is hosted by News Director Ryan Johnson. A description of some of the program topics covered during the quarter is attached.

Walsh County Extension Agent, Brad Brommund, provides a weekly report helpful to our farming community.

Grafton Parks and Recreation director, Mike Steinfeldt, is an in studio guest weekly to promote awareness about the programs available through the organization and to provide information about their events.

3/3/16 Unity Medical Center 'friends of the foundation' were in studio guests talking about a community health assessment survey being handed out to area residents. They encourage everyone to complete a survey to assist them in assessing and improving the services they provide.

Officer Tony Dumas of the Grafton Police department is an in studio guest monthly to inform the public about timely topics such as new ordinances for snow mobile violations in city limits and the departments yearly report on numbers, miles traveled, number of arrests, etc.

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.

January 2016 PSA Grafton

- Marketplace on 8th-01/18/16-SOS Auction Dinner & Movie Tickets \$12 Auction Starting at 4:30pm
- City of Grafton-01/17/16-Grafton Scholarship Pageant will be Held During Summerfest
- Winter Beach Part at Story Hour 01/12/16-01/21/16-
January
12 - Drayton Preschool at 9:30am and 1:45pm, 10:00am at Drayton Kindergarten at 10:00 AM, Pembina Public Library at 4:00 pm
13-3:30pm & 4:15pm at Grafton ESP
14- Cavalier Preschool at 9:30am & 2:15pm, Pembina County Special Ed Preschool at 1:15pm
19-Tracy's Day Care Drayton at 10:00am
20- Drayton 1st Grade at 12:30pm, 3:30pm & 4:15pm at Grafton ESP
21- St. Thomas Elementary at 8:45am
- Park River Bible Camp-01/19/16-Annual Meeting at 7pm at the Fireside Room
- Guess Who's Coming to Dinner-02/21/16-Will Meet at Marketplace on 8th in Grafton at 6 pm
- Camden Lawson-01/24/16-Klub and Ham Dinner Ham and Baked Potato Serving 11am-2pm at Mountain Chalet in Mountain, ND He is a First Grader from Cavalier with B-Lineage Lymphoblastic Lymphoma
- St. Thomas Booster Club-01/30/16-49th Annual Walleye Fish Fry at the American Legion and Matty's from 4-9
- Kenny Moberg-01/29/16-Retirement Party at Schumacher and Sons in Grafton from 1:30-3

February 2016 PSA Grafton

- Dakota Medical Foundation-02/11/16-Giving Hearts Day 24-Hour Online Fundraising Event Donations Made to Saint Ginna's
- St. Luke's Catholic Church-02/07/16-Preparing for Lent an Event for Women at 1pm at St. Luke's Catholic Church in Veseleyville, ND Tickets \$10 Proceeds to the Walsh County Food Pantry

- St. Mary's Catholic Church-02/02/16-Sponsoring a Blood Drive at Park River American Legion Main Room from 11:30-6
- Park River Parks and Recreation-02/13/16-Kids Ice Fishing at Homme Dam from 12:30-2:30
- Walsh County Relay for Life-02/03/16-Kick off at MarketPlace on 8th at the old Fountain Room from 5-7
- Tom Hartje-02/23/16-Benefit for Tom Hartje from 3-8 at Marketplace on 8th in Grafton All Donations will be used for Medical Expenses
- Pigs Might Fly at Story Hour 01/12/16-01/21/16-
February
9 - Tracy's Day Care Drayton at 10:00am
16- Drayton Preschool at 9:30am and 1:45pm, Drayton Kindergarten at 10:00 AM, Pembina Public Library at 4:00 pm
17- Drayton 1st Grade at 1:30pm, 3:30pm & 4:15pm at Grafton ESP
18- Cavalier Preschool at 9:30am, 10:00am 2:15pm, Pembina County Special Ed Preschool at 1:15pm
24- 3:30pm & 4:15pm at Grafton ESP
25- St. Thomas Elementary at 8:45am
- Park River Volunteer Fire Department-02/14/16-Sweethearts Breakfast from 10-1 at the Fire Hall Free Will Offering going Towards Updates on Fire Hall
- First Care Health Center-02/11/16-Giving Hearts Day 24 Hours to Give From Your Heart
- Unity Medical Center-02/11/16-Giving Hearts Day
- Northeast North Dakota Pioneer Assoc-02/15/16-Monthly Meeting 7.30pm At The Park River American Legion
- Retirement Open House-02/22/16-Jacqueline Brusseau of Icelandic State park Retirement Open House from 4-6pm at the Pioneer Heritage Center
- Guess Who Coming For Dinner-02/18/16- At 6:30pm At Marketplace On 8th Grafton

March 2016 PSA Grafton

- United Lutheran Church-03/26/16-7th Annual Langdon Community Easter Egg Hunt at 11:00am at United Lutheran Church
- Green and Slimy At Story Hour 03/10/16-03/30/16-
March
10 - St. Thomas Elementary at 8:45am

15- Tracy's Day Care Drayton at 10:00am, Pembina Public Library at 4:00 pm

16- 3:30pm & 4:15pm at Grafton ESP

17- Cavalier Preschool at 9:30am, 10:00am 2:15pm, Pembina County Special Ed Preschool at 1:15pm

29- Drayton Preschool at 9:30am and 1:45pm, Drayton Kindergarten at 10:00 AM

30- Drayton 1st Grade at 1:30pm, 3:30pm & 4:15pm at Grafton ESP

- CHS of Milton-03/01/16-03/20/16-Harvest for Hunger 2016 Food and Fund Drive
- Valley-Edinburg Schools-03/14/16-03/17/16-Pre-School and Kindergarten Registration
- Walsh County Division of Emergency Management-03/16/16-Skywarn Training Class at park River Fire Hall at 6:30pm
- Guess Who's Coming To Dinner- 3/17/16- At 6pm At Marketplace On 8th -Grafton All Widows And Widowers Welcome
- Our Saviors Lutheran Church-03/20/16-Congregational Vote
- Boy Scouts of America-03/31/16-Scouting for Food Annual Food Collection for Local Food Banks, Drop Food off at Local Food Pantry or Gate City Bank
- Polish National Alliance-03/19/16-11th Annual Polish Food Festival from 2-630 at the Minto Community Center
- The N.E.N.D. Pioneer Threshing Assn.-03/21/16 Monthly Meeting 7:30 Pm In Park River. The Meeting Will Be Held At The Park River American Legion In Park River, N.D. All Members And New Members Are Welcome To Attend
- Association Free Lutheran Church-03/25/16-Concert Choir at Bethel Free Lutheran Church at 7:30pm