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Radio Station KAOC FM Cavalier, ND

**Issues & Programs Exhibit**

3rd Quarter 2014

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Prepared by Bob Simmons

## Issues & Programs Outline

### **Section A: Newscast Overview**

1. Cavalier County Prepares For Major Event At High School
2. Memorial 5k For Minto Man
3. Langdon Floral gets New Owners
4. Langdon Water Issues
5. Langdon Law Firm Grows
6. Fatal Accident In Rolla

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

1. Stars Air Ambulance Fundraiser
2. Sports Guide
3. Marketing Seminars/Client outreach
4. Summer Events

### **Section C: Public Service Announcements**

1. Exhibit Attached

## Section A: Newscast Overview

KAOB FM Radio produces 4 daily newscasts. Three to Five minute 'morning drive' reports air at 6:30, 7:30, 8:30 and 9:03am.

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 4 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:

## ONE

### Cavalier County Prepares For Major Event At High School

Law enforcement, emergency services and first responders from the surrounding area, and the public school system in Langdon will be busy responding today to a simulated incident involving an emergency event at the Langdon High School. The City and County first responders, along with school officials and teachers will be participating in the event which will be held after normal school hours.

The simulated emergency event will serve to assess the schools emergency preparedness plan, which includes Lock-down of the school during the exercise. A second objective includes assessing the response of law enforcement and other emergency services in the area.

An educational session for the teachers at the school will begin at 2:00 pm. The exercise will begin at approximately 4:30 pm. (Aired on September 24th)

## TWO

### 5K Memorial For Minto Man

Gregory "Guy" Miller, 55, of Minto was swept away in the raging spring floodwaters on April 29 of 2013. His body was recovered September 7. To honor his memory and to raise money for a special cause, a 5K Run and Walk is taking place around rural Minto tomorrow morning. Miller's sister, Kelly Schanilec, says the proceeds from the 5K will be going to the Northeast Regional Water Operations Team who were called in to find Guy after he went missing in April.

(SCHANILEC1 "...used a lot." :9)

Registration can be done online at [www.guymillermemorial.com](http://www.guymillermemorial.com) or from 3 to 7 p.m. tonight at the Minto Community Center. They will also accept registrations from 7 to 8 a.m. tomorrow morning. The race will start at approximately 9 a.m. tomorrow and the course will work itself to the countryside of Minto to the location where Miller was found.

There will also be door prizes and a silent auction when the racers cross the finish line.

(SCHANILEC2 "...donations we've received." :19)

One of the main door prizes will be a signed UND hockey team jersey. There have been over 235 runners and walkers registered so far and there is a shorter route for those who don't feel they can make the whole race. The race will begin outside of the Minto Community Center. (Aired on September 18)

## THREE

### Langdon Floral Changing Ownership Soon

The Cavalier County Job Development Authority and the Langdon City Commission agreed to a funding request of \$20,000 for 7 years at no interest to Tatiana Davis who is in the process of purchasing Langdon Floral from Cindy Samuelson. Tatiana is the daughter of Peggy who owns Sew On Sew North in Langdon. Her family has been in Langdon for the past two years and Tatiana has been in town for the about the past year after moving from Iowa. She says to expect some changes at Langdon Floral in the future.

Davis says the sale is not yet final but is hoping it will all fall into place soon. (Aired on September 13)

## **FOUR**

### **Langdon Residents Without Water**

Some Langdon residents will be without water today due to a malfunction of a valve on a main line that runs to the East water tower in town. The city will be working on the line starting at 8 a.m. and will continue working on it until the issue is corrected. Water Plant Supervisor Chad Mittleider says he hopes to have the water turned back on by sometime this afternoon.

He says affected areas are as follows: All areas South of the railroad tracks that are East of 7th Street. Areas North of the railroad tracks are 5th Street and 10th Avenue going South and 4th Street from 9th Avenue South. If you have any questions about if you will be affected you can call the Water Plant at 256-2369 or City Hall at 256-2155. (Aired on September 9th)

## **FIVE**

### **Langdon Law Firm Grows**

On September 1st Cameron D. Sillers, P.C. in Langdon became Sillers, Laaveg, and Wenzel as Quentin Wenzel and Tracy Laaveg officially join the firm. Laaveg is based out of Park River.

(WENZEL1 "...and Tracy." :15)

Wenzel says that with the three of them there's not a legal issue that they can't address. Wenzel is a Langdon native and graduated from Langdon High School in 2003. He completed his undergraduate at Concordia College and graduated from the University of North Dakota Law School in 2012. Wenzel has been at Sillers, P.C. for about a year and a half and he says he wants to be in the area long term.

(WENZEL2 "...anytime soon." :8)

The law office of Sillers, Laveeg, and Wenzel is located on 3rd Street in Langdon. (Aired on September 6th)

## **SIX**

### **Fatal Accident in Rolla**

A fatal accident occurred in Rolla yesterday involving a 6-year old girl. Ronald Mackinnon, 72, was driving westbound on US Highway 281 in the city limits of Rolla when the girl rode across the highway from the north. North Dakota Highway Patrol says that Mackinnon did not observe the bicyclist cross the roadway as he was checking his rear view mirror. Mackinnon was unable to avoid the bicyclist and struck her with the front end of the pickup. The girl was pronounced dead on scene. (Aired on August 20th)

## **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- Stars Air Ambulance Fundraiser**

The STARS Air Ambulance Service makes more rescue flights into the Pembina Valley than anywhere else in the Manitoba Province with farm accidents accounting for the largest percentage of its calls. STARS receives minimal government funding and relies heavily on donations to provide their service. On September 12 Simmons Stations participated in a fundraising event which helped raise nearly \$200,000 to keep STARS flying. (Exhibit 1)

### **2 – Sports Guide**

Simmons Multimedia produces a printed High School Sports Guide that features fall and winter sports. The advertiser supported guide is distributed free of charge throughout the listening area each season. A copy is attached. (Exhibit 2)

### **3- Marketing Seminars – Client Outreach**

Simmons Multimedia Stations continue to provide free ‘nuts and bolts’ marketing education seminars to clients and non-clients alike. A typical seminar includes a power point presentation focusing on traditional and digital media. These workshops are facilitated by two representatives from the Simmons Multimedia Marketing Department. Seminars are conducted at the client’s place of business or our conference room. A list of businesses/organizations that participated in this outreach initiative during 3rd quarter 2014 is attached. (Exhibit 3)

### **4 – Summer Events**

Simmons Multimedia Stations helped promote a number of summer events, fairs and community celebrations throughout our coverage area. Our involvement included in-kind advertising, donation of our sound systems for use during the events and participation by our staff members as volunteers on event boards. (Exhibit 4)

## **Section C – Public Service Announcements**

Each day KAOB 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 PSAs

- Access Event Centre - 7/01-7/31 – Announced free public skating
- Morden 55+ Activity Centre - 7/01-7/31 – Announced weekly community bingo
- Central Station Winkler – 7/01-7/31 – Announced free family events
- P.W. Enns Concert Hall – 7/01-7/04 – Announced free concerts
- Canadian Fossil Discovery Centre – 7/01-7/06 – Announced kids camp
- City of Morden – 7/01-7/31 – Announced farmers market
  - 7/14-7/19 – Announced community picnic
  - 7/28-7/31 – Announced Morden Community Services kids events
- Canadian Blood Services – 7/01-7/03 – Announced blood donor clinic
- Pembina Hills Art Council – 7/01-7/31 – Announced exhibit & kids programs
  - 7/21-7/26 – Announced garden tours
- City of Winkler – 7/07-7/31 – Announced free weekly concerts
  - 7/14-7/31 – Announced free weekly sporting event
  - 7/28-7/31 – Announced free kids event
- Pembina Threshermens Museum – 7/01-7/31 – Announced summer events
- Golden Prairie Arts Council – 7/01-7/03 – Announced art event
- Town of Carman – 7/07-7/12 – Announced annual fair
  - 7/14-7/19 – Announced garden tour
  - 7/21-7/27 – Announced Kids of Steel and Try a Triathlon events
- Genesis House – 7/01-7/04 – Announced golf fundraiser
- Kids Act Summer Theatre Camp – 7/01-7/06 – Announced kids camp
- City of Grafton – 7/07-7/31 – Announced farmers market
- Winkler Senior Centre – 7/07-7/31 – Announced fitness class
  - 7/14-7/17 – Announced waffle breakfast fundraiser
  - 7/21-7/26 – Announced soup & dessert fundraiser
  - 7/28-7/31 – Announced BBQ fundraiser
- Habitat for Humanity – 7/07-7/10 – Announced meeting



- Pembina County Fair – 7/07-7/12 – Announced annual fair
- Morden Triathlon – 7/07-7/13 – Announced annual triathlon
- Cavalier County Memorial Hospital Foundation – 7/14-7/17 – Announced annual picnic
- Kittson County Fair – 7/14-7/17 – Announced annual fair
- City of Langdon – 7/14-7/31 – Announced farmers market
  - 7/14-7/17 – Announced concert
  - 7/21-7/25 – Announced annual fireman’s supper
- Manitoba Stampede – 7/14-7/20 – Announced annual stampede & fair
- WBS Construction – 7/14-7/18 – Announced 35<sup>th</sup> Anniversary BBQ
- Town of Hoople – 7/14-7/20 – Announced 125<sup>th</sup> celebration
- Missoula Children’s Theater – 7/14-7/19 – Announced play
- Town of Altona – 7/14-7/19 – Announced concert
  - 7/21-7/27 – Announced annual festival
- Donate Love – 7/14-7/19 – Announced fundraiser BBQ & event
- Southern Manitoba HOG Morden Chapter – 7/21-7/26 – Announced toy run fundraiser for Children’s Hospital
- Family Fun Circus – 7/28-7/29 – Announced circus
- Big Brothers Big Sisters of Morden-Winkler – 7/28-7/30 – Announced BBQ fundraiser
- FM Homeless and Hungry – 7/28-7/31 – Announced Fargodome event
- Morden Figure Skating Club – 7/28-7/31 – Announced registration of fall skating program

## July 2014 PSA

- Park River Bible Camp-7/13/14, 7/20/14, & 7/27/14-Summer Concerts at 7pm
- Park River Bible Camp-7/15/14-Camp Worship Day-Ben Hylden speaker- at 10:00am- Free Lunch to Follow
- Walhalla-7/1/2014-Blood Drive from 1:15pm-6pm-Located at the Walhalla Senior Center
- Adams Fire Department-7/4/14-Fundraiser Retirement Performance of Bob and the Twisters-5:30 pm- 8:30pm-at The Adams Auditorium
- City of Langdon-7/4/14- Waste Management for the City of Langdon Normal Garbage Pickup on July 4<sup>th</sup>
- City of Langdon-7/4/14 & 7/5/14- The Transfer Station for the City of Langdon will be Closed July 4<sup>th</sup> and 5<sup>th</sup>
- City of Langdon-7/4/14-Cardboard Pickup for the City of Langdon will be July 3<sup>rd</sup> at 8am Instead of July 4<sup>th</sup>
- Rolla City Hall-7/4 &7/5/14-Book Signing and Meet the Authors of the Book "Hutterites"
- FSA-7/10/14-Going Away for Michele Schommer Taking a Position in Devils Lake-From 1pm-3pm
- Northern Lights Arts Council-Auditions 7/14/14- Missoula Children's Theater Presents Pinocchio-at the Langdon Area Public School Gym, Productions July 18<sup>th</sup> at 7pm and Saturday July 19<sup>th</sup> at 2pm
- Northern Lights Arts Council-7/17/14-Jazz on Tap Concert at Boyd Plaza in Langdon from 7pm-9pm
- Langdon Eagles-7/25/14-Auxiliary Luncheon at 11:30am-1pm, \$7.00 Meal, Proceeds go to Langdon Eagles
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## August 2014 PSAs

- Access Event Centre - 8/01-8/31 – Announced free public skating
  - 8/25-8/31 – Announced sport registration night
- Central Station Winkler – 8/01-8/31 – Announced free family events
- City of Morden – 8/01-8/31 – Announced farmers market
  - 8/01-8/04 – Announced Morden Community Services kids events
  - 8/18-8/24 – Announced Corn & Apple Festival
- Mountain Deuce of August – 8/01-8/03 – Announced summer festival
- St. Laurent Metis Days – 8/01-8/03 – Announced summer festival
- Morden Figure Skating Club – 8/01-8/15 – Announced registration of fall skating program
- Pembina Hills Art Council – 8/01-8/31 – Announced exhibit & kids programs
  - 8/25-8/31 – Announced craft sale registration
- City of Winkler – 8/01-8/31 – Announced free weekly concerts and family events
  - 8/01-8/31 – Announced free weekly sporting event
  - 8/04-8/10 – Announced Harvest Festival
- Pembina Threshermens Museum – 8/01-8/31 – Announced summer events
- Morden Elks – 8/04-8/08 – Announced tennis court grand opening
- Garden Club of Carman – 8/04-8/07 – Announced flower show
- Pembina County Memorial Hospital – 8/11-8/12 – Announced health seminar
- Maurices – 8/06-8/16 – Announced grand opening
- City of Grafton – 8/01-8/31 – Announced farmers market
- Winkler Senior Centre – 8/01-7/31 – Announced fitness class
- Rollin on the River – 8/11-8/16 – Announced event
- Town of Plum Coulee – 8/11-8/17 – Announced annual fair
- United Blood Services – 8/18 – Announced blood drive
- Town of Cavalier – 8/18-8/21 – Announced back-to-school event
- Salt 'n Light Youth Ministerial – 8/18-8/23 – Announced youth events

- City of Langdon – 8/01-8/31 – Announced farmers market  
- 8/04-8/07 – Announced free outdoor movie
- Morden DanceWorks Summer Arts Camp – 8/18-8/23 – Announced presentations
- Town of Miami – 8/25 – Announced free outdoor movie
- Lemken – 8/19-8/26 – Announced Field Day in Manitoba
- Access Credit Union – 8/25-8/28 – Announced free outdoor movies
- Canadian Blood Services – 8/25-8/27 – Announced blood donor clinic
- Pembina Valley Tourism – 8/25-8/31 – Announced event

## August 2014 PSA

- Park River Bible Camp-8/3/14 & 8/10/14-Summer Concerts at 7pm
- Lancaster Community Center-8/1/14-Street Dance and Chicken & Pork Supper-All Proceeds go to Leah's Annual Golf Tournament and Kittson County Cancer Society
- CCMH-8/12/14- Health Seminar and Public Forum at 7pm
- Osnabrock Community Living Center-8/14/14- Annual Fundraiser from 5pm-7pm, Entertainment and Food, Free Will Offering
- United Blood Services-8/18/14- Blood Drive from 12:30pm-5:30pm-at United Communications
- Arts & Heritage Council-8/9/14-9<sup>th</sup> Annual Rendezvous Art & Heritage Festival Summer Art Party from 10am-5pm- at Walhalla School Park
- Langdon Country Club-8/10/14-Ladies City Tournament-12pm \$20.00 Fee
- Langdon Country Club-8/15/14-2 Ball Dinner-6:30pm
- Cavalier Retail & Service Committee-8/21/14- Back-To-School Night-Starting at 5pm at the Corner by Ramsey Bank
- Pain Reliever-8/15/14-Benefit for Alvin and Joyce Klein 6pm Free Will Offering
- Cavalier Country Club-8/23/14-Steak and Walleye Feed from 5:30pm to 8:30

- Carman Active Living Centre – 9/08-9/17 – Announced conversational Spanish classes
- Winkler & Altona Family Resource Centres – 9/15-9/30 – Announced free parent/child programs
- Winkler Flyers – 9/15-9/30 – Announced home games
- Pembina County Memorial Hospital Auxiliary – 9/15-9/20 – Announced fundraiser
- Carman Elementary School – 9/22-9/24 – Announced Terry Fox fundraiser run
- Pembina Valley Humane Society – 9/22-9/25 – Announced comedy fundraiser
- Pembina Threshermens Musem – 9/22-9/26 – Announced fundraiser supper
- Big Brothers Big Sisters – 9/22-9/27 – Announced fundraiser
- The Bunker – 9/22-9/27 – Announced fundraiser
- Pilot Mound Chamber of Commerce – 9/22-9/28 – Announced annual “fowl” supper
- Our Lady of Mount Carmel Catholic Church – 9/22-9/28 – Announced fall supper

## September 2014 PSAs

- Access Event Centre - 9/01-9/30 – Announced free public skating  
- 9/01-9/03 – Announced sport registration night
- Central Station Winkler – 9/01-9/30 – Announced free family events
- City of Morden – 9/01-9/30 – Announced farmers market
- City of Cavalier – 9/01-9/04 – Announced Wine Walk
- Midland Nursery School – 9/01-9/04 – Announced registration
- Pembina Hills Art Council – 9/01-9/30 – Announced exhibits & programs  
- 9/01-9/30 – Announced craft sale registration
- City of Grafton – 9/01-9/30 – Announced farmers market
- City of Langdon – 9/01-9/30 – Announced farmers market
- Cameron Friesen MLA Morden-Winkler – 9/01-9/05 – Announced free community bbq
- Town of Manitou – 9/01-9/06 – Announced festival
- Manitoba Dance Jamboree – 9/01-9/07 – Announced event
- Heartland Rodeo – 9/01-9/07 – Announced rodeo finals
- Pembina County Historical Society – 9/01-9/07 – Announced annual pioneer machinery show
- Run for the Hills Marathon – 9/01-9/07 – Announced marathon
- Winkler Minor Hockey & Skating Club – 9/01-9/09 – Announced registration nights
- Morden 55+ Activity Centre – 9/08-9/30 – Announced weekly bingo  
- 9/22-9/25 – Announced concert
- Carman Legion – 9/08 – Announced concert in honour of WWI anniversary  
-9/08-9/14 – Announced bingo
- STARS Air Ambulance – 9/01-9/10 – Announced rescue on the island fundraiser
- Habitat for Humanity – 9/08-9/11 – Announced meeting
- Agassiz Medical Centre Community Board – 09/08-09/13 – Announced free family fun day

## September 2014 PSA

- Northeast Regional Water Operations Team-9/20/14-Guy Miller Memorial 5K Run/Walk in Minto North Dakota
- Pembina County Historical Society-9/6 & 9/7/2014-21<sup>st</sup> Annual Pioneer Machinery Show-Demonstrations and Interactive Events-Featuring "The Massey Company"
- Park River Bible Camp-9/28/14-40<sup>th</sup> Lutefisk & Meatball Dinner noon-5:30 at the Park River Bible Camp
- City of Langdon-9/6/14-Waste Management Residential Garbage Pick Up will be Saturday Instead of Friday Due to Labor Day Holiday
- City of Grafton-9/27/14-Grafton Community Sales at Heritage Village from 9am-3pm
-