



---

Radio Station KAOC FM Cavalier, ND

**Issues & Programs Exhibit**

2nd Quarter 2013

---

Prepared by Bob Simmons

## Issues & Programs Outline

### Section A: Newscast Overview & Quarterly Issues addressed

1. Spring 2013 fieldwork
2. Walsh County Voting Irregularities
3. Adams/Park River School Reorganization
4. Potato Plantings
5. Mikkelsen Safeguard Complex negotiations
6. County Government changes/Legislative session

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

1. Relay for life
2. CCMH Foundation Golf Tournament
3. Morden Block Party
4. NOAA Sky Warn Weather Spotter Class
5. Boyd Block Plaza Fundraiser
6. NDSU Ag Safety Day

### Section C: Short Form Programs (see KNDK AM Section C)

1. Education
2. Agriculture
3. Economic Development
4. The Arts
5. Chamber of Commerce
6. Langdon 125 Celebration

### Section D: Public Service Announcements

1. April/May/ June PSA Exhibits attached

## Section A: Newscast Overview

KAOO FM Radio produces 3 daily newscasts. Three minute 'morning drive' reports air following NBC News Radio at 6, 7, and 8am.

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 below stories are representative of the local news content we produce on a daily basis:

**April 18th:** Talked to NDSU Extension Agent Ron Beneda about fieldwork. The snowpack is still solid and farmers are waiting to start fieldwork. He thinks that will start in mid to late-May. For now, there's still time to seed crops and get a good crop so farmers aren't worried yet.

**April 23rd:** Talked to North Dakota Assistant Secretary of State Jim Silrum. Walsh County's vote totals for the 2012 presidential election were wrong. Silrum and Walsh County election worker Linda Meberg explained the problems. The problems were addressed. The problems included an inadvertent adding of vote totals in the City of Grafton twice. The problem was rectified and won't happen again. The problem did not alter any COUNTYWIDE election results. The issue was very important for the entire county.

**May 10th:** Talked to the chairman of the Walsh County School Annexation Reorganizational Board, Joe Bata of Adams. Bata said there is a snag with the reorganization of the Adams and Park River school districts into the Park River Area School District. It appears the Adams School Board is spending money that should be turned over on the date of the reorganization of the two districts. The Reorganizational Committee has approved a spending limit that has already been reached by Adams. Bata says that should correct the problem.

**May 10th:** Talked to farmer Tom Campbell of Grafton. Campbell says he's just getting into the fields. He's seeding wheat and potatoes. Campbell says the big problem for him is going to be the type of growing season overall. Campbell says if there's a dry season, that'll be difficult for crops. He also says we have had a late spring. If there's an early fall, that'll put farmers in a bind because they will need all the warm, growing days possible for crops to reach maturity.

**June 17th:** Talked to Cavalier County Job Development Authority Executive Director Carol Goodman about plans to purchase the Stanley R. Mikkelsen Safeguard Complex. She says negotiations are ongoing with the person who's filed the high bid to buy the former U.S. government property. But other than that she can't say much because the JDA board of directors has been meeting in executive session to discuss further steps, if any. Our station is maintaining contact with Goodman and the JDA on that community and regional issue.

**June 21st:** Talked to Richard Flanders, Cavalier County Commissioner. Flanders says there are changes to county government due to the last North Dakota legislative session. He's saying those changes are going to be things county government will have to respond to. Money is always a problem. This is something that is different this year though. The state has appropriated money to all counties to use for infrastructure. Flanders is wondering when Cavalier County will get their money sent to them.

## **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- Relay For Life**

Each year Simmons Multimedia Stations participate as a co-sponsor in several local Relay For Life events throughout our coverage area. We provide not only free air time for promoting the various American Cancer Society Relay fundraisers, but also make cash donations to this worthwhile cause.

### **2- CCMH Foundation Golf Tournament**

For 19 years Simmons Stations have been a co-sponsor of the local Cavalier County Memorial Hospital Foundation Charity Golf Tournament held at the Langdon Country Club.

### **3- Morden Block Party**

Simmons Stations co-sponsor the annual Morden Block Party. In addition to a generous donation in advertising our staff assists the organizers during the event.

### **4- NOAA Sky Warn Weather Spotter Class**

Simmons Stations not only provided free publicity for the NOAA initiative via our radio stations and digital platforms, but staff also attended the event.

### **5- Boyd Block Fundraiser**

In anticipation of the Langdon 125<sup>th</sup> Birthday Celebration this June, a fundraising initiative to rehabilitate the former Boyd Block in Langdon's downtown retail district was undertaken. Simmons Stations not only provided free advertising for the project but also made cash donations to this worthwhile cause.

### **6 – NDSU Ag Safety Day**

Each year the NDSU Extension Service makes a Safety Day class available to children in 2<sup>nd</sup> through 6<sup>th</sup> grades. Simmons Stations provide free advertising and publicity for this worthwhile program.

## **Section D – Public Service Announcements**

Each day KAOC 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.

## April 2013 PSAs

- Cavalier County Library & Northern Lights Art Council-4/18/2013- Book Discussion-Harry Potter Book 1 (The Sorcerer's Stone). Michelle Sauer UND English Professor Leading Discussion. Location is at United Lutheran Church at 7pm. Everyone Welcome
- National Weather Service Office in Grand Forks-4/3/13- Sky Warn Weather Spotter Training at Langdon Courthouse at 3pm-Greg Gust is the Trainer
- FBLA Lakota Chapter- 4/14/13-Marcy Ketelsen Benefit Breakfast Freewill Offering. 9am-1pm at the Lakota Community Center
- Munich Fire Fighters-4/6/13- All you can Eat Fish Fry Free Will Offering at the Munich Community Center 5-8pm
- Pembina County Memorial Hospital Foundation-4/24/13- Indian Taco Fundraiser from 11:00am- 1:30pm at the Cavalier American Legion
- Border Harmony Quartet-4/28/13- Performing at the Big Pembina Lutheran Church at 830 AM
- Boyd Block Plaza-4/12/13-Fundraiser with Great Food, Free Will Offering Goes to the Boyd Block Plaza Project in Langdon
- Maple Manor Pie Social-4/26/13- Free will Offering from 2pm-4pm
-

## APRIL 2013 PSAs

- Morden's 55 Plus Activity Centre – 4/1-4/5 – Promoted community bingo
- Morden Access Event Centre – 4/1-4/5 – Announced babysitting course
- La Riviere Raptor Festival – 4/1-4/5 - Announced annual event
- Carman Area Foundation – 4/8-4/12 - Promoted fundraising event
- Morden Festival of the Arts – 4/8-4/12 – Announced annual talent showcase
- Pembina Valley Humane Society – 4/15-4/19 - Promoted fundraising event
- Healthy Communities Conference – 4/15-4/19 – Announced annual health conference
- Fiddle Festival Hall of Fame – 4/22-4/26 – Promoted fundraising talent night
- Morden Access Event Centre – 4/22-4/26 – Announced free events at local arena



## May 2013 PSAs

- United Communications/Relay for Life-5/9/13- Taco In A Bag from 11:00-1:00 All Proceeds Benefit Relay for Life
- Langdon Senior Center-5/17/13- Carmel Roll Social and Bake Sale-Bake Sale Starts at 10 and Carmel Roll Social Starts at 2
- Brush Bunch-5/4 & 5/5 2013- Art Show from 12-4pm Each Day Located at the Walhalla American Legion.
- Valley-Edinburg School's-5/8/13- PreK and Kindergarten Registration Night at 7pm in Hoople. Call the School if you have any Questions at 894-6226
- Emmanuel Evangelical Church-5/28-5/30-2013- Vacation Bible School for Children who have completed K-6<sup>th</sup> Grade. 12:30-5pm at Emmanuel Evangelical Church of Langdon
- Langdon Senior Center-5/23/13-Pie Social from 2-4 Free Will Offering

## MAY 2013 PSAs

- Morden Access Event Centre – 5/1-5/3 – Announced free events at local arena
- Altona Chamber of Commerce – 5/1-5/3 – Promoted awards banquet
- Morden Community Garden – 5/1-5/3 – Announced registration
- Morden Library – 5/6-5/10 - Announced annual fundraising book sale
- Golden Prairie Arts Council – 5/6-5/10 - Promoted fundraising concert
- Boundary Trails Health Centre – 5/6-5/10 – Announced annual fundraising walk/run event
- Morden 55+ Activity Centre – 5/13-5/17 - Promoted community bingo
- Town of Morden – 5/13-5/17 – Announced public forum
- Curtis Klassen Memorial Fund – 5/20-5/24 – Promoted fundraising run/walk event
- La Riviere Rec Centre – 5/20-5/24 – Announced annual fundraising smorg
- Morden Block Party – 5/27-5/31 – Promoted annual community event
- Back 40 Festival – 5/27-5/31 - Promoted annual music festival
- Pembina Valley Shriners – 5/27-5/31 – Announced fundraising fish fry
- Boundary Trails Health Centre-5-23-13- Fundraising Plant Sale and BBQ

## June 2013 PSAs

- Cavalier Evangelical Free Church-6/9/13- Holding a Benefit Supper for Zachary Stegman to Help Raise Money of his Hospital Stay with Meningitis. Serving Homemade Indian Tacos. From 4pm-7pm. Featuring Gospel Music by The Popple Ridge Pickers from Lancaster MN
- Park River Bible Camp-6/9/13- Sound of the Trumpet with Trumpeter Joel Finnesgard. 7pm in the PRBC Chapel for Worship and Fellowship.
- Valley-Edinburg School Board Election-6/11/13- 11am-7pm
- Hoff WELCA-6/12/13- Old Fashioned Ladies Aid Serving 5-7pm at Hoff Lutheran Church Free Will Offering Everyone Welcome
- NDSU Langdon Research Extension Center-6/13/13- Progressive Agriculture Safety Day- A Fun Filled Day of Learning for Children in 2<sup>nd</sup>-6<sup>th</sup> Grades. Fee \$10.00 (They did buy ads as well)
- Presbyterian Church of Langdon-6/13/13- Annual Salad Luncheon- Guest Speaker Janet Jacobson of Wales-All Area Women are Invited to Attend
- Pembilier Nursing Center-6/27/13- 50<sup>th</sup> Anniversary Celebration from 5-7pm. Short Program, Kids Entertainment, and Food will be provided.
- Park River Bible Camp-6/23/2013- Men's Quartet Hanna Junction will be performing at Bible Camp at 7pm in the Chapel
- Park River Bible Camp-6/30/2013- Lutheran Pastor Vern Baardson will be performing his gospel music at Bible Camp- Concert will take place at 7pm-Music, Refreshments, and Fellowship!

## JUNE 2013 PSAs

- Pembina Valley Humane – 6/3-6/7 – Announced annual “Steps for Pets” fundraising event
- Altona Decoration Day – 6/3-6/7 – Announced veteran’s memorial event
- Carman Farmer’s Market – 6/10-6/14 – Announced local market
- Morden’s Alzheimer Memory Walk – 6/10-6/14 - Announced annual fundraising walk
- Carman Golf Course – 6/10-6/14 - Announced local golf tournament
- La Riviere Turkey Fest & Duck Race – 6/17-6/21 – Announced annual community festival
- Morden 55+ Activity Centre – 6/17-6/21 - Promoted community bingo
- Multicultural Day – 6/17-6/21 – Announced historical event
- Heart & Stroke Foundation – 6/24-6/28 – Promoted fundraising “Big Bike” event
- Pembina Valley Child Care Centres-6-17-2013- Fundraising BBQ, Garage Sale, and Rainbow Auction