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Radio Station KAOC FM Cavalier, ND

**Issues & Programs Exhibit**

2nd Quarter 2014

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## **Issues & Programs Outline**

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

1. Alcohol/Drug Abuse –Sobriety Checkpoint
2. Cavalier County Measure 1
3. Public Health
4. Walhalla Theatre renovation
5. Pioneer Heritage Center
6. Langdon Dentist Search

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

1. Relay For Life
2. Congressman Kevin Cramer In-Studio regarding Rail Issues
3. Marketing Seminars/Client outreach
4. NDSU Video Series

### **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:

**1**

### **Sobriety Checkpoint Held in Walsh County**

"Checkpoint to deter drinking and driving taking place over the weekend, North Dakota Highway Patrol informs."

On Saturday, the North Dakota Highway Patrol will conduct a sobriety checkpoint at a predetermined location in Walsh County from 7-9 p.m. Delay will be minimal for sober drivers passing through the checkpoint.

The purpose of a sobriety checkpoint is to deter the deadly practice of drinking and driving, not to apprehend a large number of alcohol or drug-impaired drivers. Public information and education play an important role in increasing the perception of "risk of apprehension" of motorists who choose to drive while impaired. (JUNE 26)

**2**

### **Cavalier County Measure One Decision to the Commission**

"Cavalier County residents voted in favor of Measure One. County Commission has the final decision on the matter which they will make at their next meeting."

Cavalier County Measure One was voted on at the June 10th election and the results from the voters came back 55% in favor and 44% not in favor. The measure has to do with adding a mill levy to the ambulance services. Now the decision lies in the hands of the Cavalier County Commission who discussed the levy at their last meeting and tabled the decision until their July 1st meeting. Before making a decision the Commission will have the ambulance services discuss their budget in order to have more clarification as to where the additional levy will be going to. The Commission has the final say on whether the ambulance will receive the mill levy. (JUNE 23)

**3**

### **New Program for Lifejackets Offered**

"A lifejacket loaner program is now offered by the Cavalier County Public Health Office. Health Nurse Steph Welsh says that drowning is a major concern in preschool aged children."

The Cavalier County Public Health Office is now offering a Lifejacket Loaner Program at their offices in Langdon. Steph Welsh, Cavalier County Public Health Nurse, says that drowning

claims 8,000 lives per year and is the leading cause of accidental death in preschool-aged children.

Life jackets can be rented out for two weeks at a time. Welsh says that with the Langdon Swimming Pool in business and Mount Carmel Dam nearby there are plenty of water-related activities available.

Welsh says the system began at the beginning of the month and it will work similar to how a library would check out books. (JUNE 18)

4

#### **Grant Issued to the Pioneer Heritage Center**

"Northeastern North Dakota Heritage Association accepts grant from TransCanada Corporation. Char Binstock, Assistant Park Manager at Icelandic State Park, says the grant will mainly be used on a Natural History Exhibit."

The Northeastern North Dakota Heritage Association accepted a \$25,000 grant from the TransCanada Corporation to fund the Natural History Exhibit Expansion for the Pioneer Heritage Center located at Icelandic State Park in Cavalier. The check was officially presented on May 6th and Char Binstock, Assistant Park Manager at Icelandic State Park, says that the grant will be used on a specific exhibit.

(CHARI "...interpretive exhibit." :26)

The TransCanada Corporation has a strong presence in North Dakota with three major pipelines and 10 operating stations.

Binstock says that the Natural History Exhibit will be completed in 2015. The Icelandic State Park campsite is now open full-time and the Pioneer Heritage Center is open from 9AM-6PM. (MAY 19)

5

#### **Walla Theater Getting Renovated**

"Walla Theater has the "Take A Seat" program underway which allows residents to buy their own seat at the theater. The money raised will be used for the renovations of the theater."

The Gorge Arts and Heritage Council has been renovating the Walla Theater and their current project is the "Take A Seat" program which allows names to be put on the seats at the theater for \$500.

Deirdre Lee of the Walhalla Chamber of Commerce says that close to fifty donations have already been made. The plan is to use the theater for commencements, plays, and guest speakers.

Lee says that the theater will be great for the community and if you'd like to make a donation you can contact her at the Chamber at 549-3939. (MAY 14)

6

### **Search Continues for Langdon Dentist**

"Langdon recently lost their lone dentist and the Cavalier County Job Development Authority has been began their search for a replacement."

The search continues for a new dentist in the community of Langdon. Dr. Dan Shelby, the lone dentist in the town, announced last month that he will be leaving at the end of May to return to school to specialize and that leaves the community with a gaping hole in regards to dental services. Carol Goodman of the Cavalier County Job Development Authority says that the search for a new dentist has been a wide one. She has sent out a marketing piece to eighty-one current North Dakota dentists and plans to list the opening on dental websites.

Goodman says that nothing specific has come from the search yet, but she says finding a new dentist is a priority for the CCJDA. She adds that right now the CCJDA is trying to figure out a plan for keeping the current dental equipment intact to make the crossover as quickly as possible when they do find a new dentist. (MAY 9)

## **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**

Simmons Multimedia is proud to sponsor Relay For Life activities in a number of area communities. Our involvement includes in-kind advertising, use of our portable sound systems, emceeing of the various events, on-air interviews, assistance in set up and logistics of events by staff on a volunteer basis. **(Exhibit 1)**

### **2- Congressman Cramer Visit**

On April 16, 2014 Congressman Kevin Cramer in response to outcries from local farmers visited our station to be interviewed regarding the lack of rail service available this spring. The video interview was also posted on our stations web pages and promoted heavily. **(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 1<sup>st</sup> quarter 2014 is attached. **(Exhibit 3)**

### **4 – NDSU Video Series**

Simmons Multimedia in conjunction with the Langdon NDSU Research Station produces a series of radio and video programs dealing with soil issues encountered by farmers in the region. **(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.



## April 2014 PSAs

- PCMH-Indian Taco Fundraiser-4/9/2014-11am-1:30pm-at Cavalier American Legion
- Wales Fire Department-4/12/2014-9<sup>th</sup> Annual Mud-Fest-Noon until 5pm
- Aggie Booster-4/11/2014-Annual Walleye Feed-at the Park River High School Commons from 5pm-7pm
- NDSU Extention Service-4/8,15, & 22/2014-1,2,3,4 Parents-Fundamental Attitudes and Skills Necessary for Parenting Young Children-at Cavalier County Courthouse Meeting Room
- United Lutheran Church-4/19/2014-5<sup>th</sup> Annual Easter Egg Hunt-11:00Am-Free Event
- Valley-Edinburg Elementary School-4/28-5/2/2014-Preschool and Kindergarten Registration-in Hoople
- Cavalier County Farm Bureau-4/16/2014-Town Hall Meeting-1pm-American Legion Hall in Langdon
- St. John Draft Horse Committee-4/25 & 4/26/2014-12<sup>th</sup> Annual Turtle Mountain Bullarama-7pm
- Relay for Life-4/17/2014-Bake Sale at Choice Financial
- Relay for Life-4/24/2014-Pie Social TOPS, Senior Center, 2-4pm
- Maple Manor-4/25/2014-Auxiliary Spring Pie Social-2-4pm, Free Will Offering
- Relay for Life-4/26/2014-Friendship Star Quilters Guild Salad Luncheon-11:30am-at Vic Sturlaugson Learning Center in Langdon
- Relay for Life-4/27/2014-Breakfast 9am-1pm at Sarles Legion Hall-Free Will Offering
- United Methodist Church-4/24/2014-Mighty Methodist Movie Night at 5pm
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## May 2014 PSAs

- Lenore Backes-5/31/14-Chili Benefit and Silent Auction-11am-2pm-at Os nabrock Community Living Center
- Relay for Life-5/1/2014-Taco in a Bag United Communications
- Pembina County Memorial Hospital Foundation-5/3/2014-Pring Style Show and Brunch-10am at the Mountain Community Center-Tickets \$20 All Proceeds will be used to Update Chemotherapy/Infusion Department
- Hoff WELCA-5/14/2014-Old Fashioned Ladies Aid Dinner-5pm-7pm Free Will Offering
- Brush Bunch-5/3/2014-Art Show and Sale-12pm-4:30pm- at the American Legion Hall in Walhalla, ND
- United Methodist Church-5/7/2014-Farewell to Winter Bar-B-Que 5pm-7pm-Free Will Offering
- Walhalla Swimming Pool-5/30/14 & 5/31/14-Lifeguard Training
- City of Rolla-5/5/2014-Current Water Breaks for the City of Rolla have been Repaired
- City of Rolla-5/7/2014-The Boil Water Advisory has been Lifted
- Relay for Life-5/27/2014-Cancer Survivor Banquet at United Lutheran Church at 6pm
- Island Cemetary-5/18/2014-Annual Meeting at Nekoma Lutheran Church at 5pm
- City of Langdon-5/26/2014-Langdon Transfer Station Closed Monday May 26<sup>th</sup> Due to Memorial Day Holiday
- City of Langdon-5/27/2014-Langdon Garbage Pick Up Scheduled for Monday May 26<sup>th</sup> will be Picked up Tuesday May 27<sup>th</sup> Due to Memorial Day Holiday
- City of Langdon-5/31/2014-Langdon Garbage Pick Up Scheduled for Friday May 30<sup>th</sup> will be picked up Saturday May 31<sup>st</sup> due to Memorial Day Holiday
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## June 2014 PSA

- Cavalier-6/13 & 6/14/2014- 18<sup>th</sup> Annual Cavalier Motorcycle Ride In-Free Event
- Walhalla Swimming Pool-6/2/2014 & 6/3/2014- Water Safety Instruction
- Walhalla Swimming Pool-6/4/2014- Lifeguard Re-Certification
- Grace Free Lutheran Church-6/1/2014-Come & Hear Local Author Ben Hylden Talk About his Book-in Edinburg at 7pm
- Cavalier County Public Health-Progressive Agriculture Safety Day-6/12/14/-At NDS Langdon Research Extension Center-Registration Fee \$10.00-From 12:45pm-3:45pm
- Pembina County Memorial Hospital/Wedgewood Manor-6/11/2014-Auxiliary Pie Social at 2pm
- Langdon High School-6/5/2014- Jazz Band Performance-7pm-Free Will Offering
- Park River Bible Camp-6/22/14 & 6/29/14-Summer Concerts at 7pm
- Crystal Boosters-6/7/2014-3<sup>rd</sup> Annual Consignment Silent Auction-10:30am-Proceeds go to Park Board for New Playground Equipment-Located on Main Street in Crystal
- St Alphonsus Church-6/8/2014-Farewell Celebration for Fr. William Mcdermott from 2-4pm
- United Blood Services-6/18/14-Blood Drive at St. Alphonsus Parish Center from 11am-5:30pm
- Presbyterian Church of Langdon-6/22/14- Annual Summer Salad Luncheon at Noon in the Church Fellowship Hall
- Bill & Lois Hardy-6/29/14- 60<sup>th</sup> Wedding Anniversary Open House from 2-4 at Riverside Park in Walhalla

## April 2014 PSAs

- Access Event Centre - 4/01-4/30 – Announced free skating events for youth and seniors
- Morden 55+ Activity Centre - 4/01-4/30 – Announced weekly community bingo
  - 4/01-4/04 - Announced health fair
- Altona and Area Family Resource Centre – 4/01-4/30 - Announced free family event
- Pembina Hills Art Council – 4/01-4/30 – Announced kids art programs
  - 4/07-4/10 – Announced free event
- Central Station Winkler – 4/01-4/30 – Announced free family events
- Festival of the Arts – 4/01-4/30 – Announced concerts
- Morden Collegiate – 4/01-4/02 – Announced fundraiser
- Fargodome – 4/01-4/06 – Announced circus
  - 4/14-4/16 – Announced musical
- Torch Run & Special Olympics – 4/01-4/05 – Announced fundraiser
- Salem Foundation – 4/01-4/06 – Announced fundraising concert
  
- Pembina County Memorial Hospital Foundation – 4/07-4/09 – Announced fundraiser
- Maple Leaf School WE Group – 4/07-4/09 – Announced fundraiser
- Morden Pre-K Soccer League – 4/07-4/09 – Announced registration nights
- Altona Gardens on Tenth- 4/07-4/10 – Announced fundraiser
- Carman Area Foundation – 4/07-4/10 – Announced celebration evening
- Miami United Church – 4/07-4/11 – Announced fundraiser
- Golden Prairie Arts Council – 4/07-4/12 – Announced event
- Wales Fire Department – 4/07-4/12 – Announced event
- Pembina Valley Humane Society – 4/07-4/12 – Announced fundraiser
- Youth for Christ – 4/07-4/12 – Announced fundraiser
- Altona & District Palliative Care – 4/14-4/15 – Announced fundraiser
- Habitat for Humanity – 4/14-4/15 – Announced fundraising concert

- Carman Collegiate – 4/14-4/16 – Announced concert
- Alerus Center – 4/14-4/19 – Announced kids Easter event
- Langdon – 4/14-4/19 – Announced annual community Easter event
- Carman Dance – 4/20-4/23 – Announced recital
- Salt 'n Light Youth Ministerial – 4/20-4/24 – Announced youth event
- Pembina Threshermens Museum – 4/20-4/25 – Announced fundraiser
- Ralph Engelstad Arena – 4/20-4/27 – Announced circus
- Morden Middle School – 4/20-4/30 – Announced fundraiser
- Langdon Eagles Club – 4/20-4/26 – Announced fundraiser
- Dead Horse Entertainment – 4/20-4/26 – Announced concert
- Grace Mennonite Church – 4/20-4/26 – Announced event
- Fiddle Association Hall of Fame – 4/20-4/27 – Announced event
- Manitou United Church – 4/20-4/27 – Announced fundraiser
- Valley-Edinburg Elementary School – 4/28-4/30 – Announced kingergarten & preschool registration
- Canadian Blood Services – 4/28-4/29 – Announced blood donor clinic
- South Central Cancer Resource – 4/28-4/30 – Announced fundraiser
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## May 2014 PSAs

- Access Event Centre - 5/01-5/31 – Announced free skating events for youth and seniors
- Morden 55+ Activity Centre - 5/01-5/31 – Announced weekly community bingo
  - 5/05-5/09 – Announced luncheon
  - 5/12-5/16 – Announced event
- Altona and Area Family Resource Centre – 5/01-5/31 - Announced free family event
- Pembina Hills Art Council – 5/01-5/31 – Announced kids art programs
  - 5/01 – Announced art exhibit
- Central Station Winkler – 5/01-5/31 – Announced free family events
- Morden Middle School – 5/01 – Announced fundraiser
- Valley-Edinburg Elementary School – 5/01-5/02 – Announced kingergarten & preschool registration
- Carman Collegiate – 5/01-5/02 – Announced concerts
  - 5/26-5/30 – Announced concerts
- Fargodome – 5/01-5/02 – Announced musical
- Barnswallows Quilters – 5/01-5/04 – Announced quilt show
- Town of Altona – 5/01-5/03 – Announced event
- Carman TLC Group – 5/01-5/03 – Announced fundraiser
- Morden's Community Garden – 5/01-5/03 – Announced registration
- Pilot Mound Chamber of Commerce – 5/01-5/04 – Announced fundraiser
- Southern Health-Sante Sud – 5/05-5/10 – Announced awareness week
- Winkler Aquatic Centre – 5/05-5/07 – Announced swimming lesson registration
- Langdon United Methodist Church – 5/05-5/07 – Announced event
- Morden Library – 5/05-5/10 – Announced book sale
- Habitat for Humanity – 5/05-5/08 – Announced meeting
- Dancworks – 5/05-5/10 – Announced recitals
- American Legion Riders – 5/05-5/10 – Announced fundraiser

- Carman Health Auxiliary – 5/05-5/10 – Announced fundraiser
- Altona Millennium Exhibition Centre – 5/05-5/10 – Announced workshop
- St Paul’s United Church – 5/05-5/10 – Announced concert
- Winkler Minor Soccer – 5/12-5/14 – Announced registration
- Morden Police – 5/12-5/14 – Announced meeting
- Morden Alliance Church – 5/19-5/20 – Announced community dinner
- Winkler Senior Centre – 5/19-5/20 – Announced concert
- Flatlands Theatre Company – 5/19-5/25 – Announced play
- Kenmore Theatre – 5/19-5/23 – Announced play
- Carman Active Living Centre – 5/19-5/23 – Announced concert
- Golden Prairie Arts Council – 5/19-5/31 – Announced workshops
- MS Society – 5/19-5/25 – Announced fundraiser
- Donate Love – 5/26-5/27 – Announced free community dinner
- Boundary Trails Health Centre – 5/26-5/28 – Announced fundraiser
- Canadian Blood Services – 5/26-5/29 – Announced blood donor clinic
- Senior Xplor Drama – 5/26-5/30 – Announced play
- Tabor Home – 5/26-5/30 – Announced fundraiser
- Pembina Threshermens Museum – 5/26-5/30 – Announced event
- City of Morden – 5/26-5/31 – Announced city-wide garage sale  
- 5/26-5/31 – Announced block party
- Morden Fire Department – 5/26-5/31 – Announced fundraiser
- Jumpstart – 5/26-5/31 – Announced fundraiser
- Lenore Backes – 5/26-5/31 – Announced fundraiser
- Back 40 Festival – 5/26-5/31 – Announced festival

## June May 2014 PSAs

- Access Event Centre - 6/01-6/30 – Announced free skating events for youth and seniors
- Morden 55+ Activity Centre - 6/01-6/30 – Announced weekly community bingo
- Central Station Winkler – 6/01-6/30 – Announced free family events
- Back 40 Festival – 6/01 – Announced festival
- Town of Altona – 6/02 – Announced event
  - 6/02-6/08 – Announced Decoration Day service
- City of Morden – 6/02-6/04 – Announced swimming lesson registration
  - 6/02-6/04 – Announced minor soccer registration
  - 6/02-6/08 – Announced Teddy Bear picnic family event
  - 6/16-6/30 – Announced weekly “meet with the mayor”
  - 6/16-6/30 – Announced weekly farmers market
  - 6/23-6/26 – Announced free movie in the park
- Morden Collegiate’s Youth in Philanthropy – 6/02-6/03 – Announced fundraiser
- Fargodome – 6/02-6/07 – Announced event
- City of Winkler – 6/02-6/05 – Announced arboretum planting event
  - 6/30 – Announced free concerts
- Pembina Threshermens Museum – 6/02-6/30 – Announced summer events
- Carman Legion – 6/02-6/06 – Announced BBQ fundraiser
- Town of Carman – 6/02-6/07 – Announced town-wide garage sale
  - 6/09-6/14 – Announced town event
  - 6/16-6/21 – Announced town event
- Miles for Smiles – 6/02-6/07 – Announced annual palliative care fundraiser
- Pembina Valley Humane Society – 6/02-6/08 – Announced annual fundraisers
- Winkler Family Resource Centre – 6/02-6/07 – Announced fundraiser
- Altona and Area Family Resource Centre – 6/09-6/24 – Announced free family event



- Pembina County Memorial Hospital & Wedgewood Manor – 6/09-6/11 – Announced fundraiser
- Carman Chamber of Commerce – 6/09-6/12 – Announced fundraiser
- Habitat for Humanity – 6/09-6/12 – Announced meeting
- City of Cavalier – 6/09-6/14 – Announced motorcycle ride-in
- Winkler Arts & Culture – 6/09-6/14 – Announced event
- Altona Aquatic Centre – 6/09-6/04 – Announced pool opening
- Angel Hair for Kids – 6/09-6/14 – Announced fundraiser
- Manitoba Youth Job Centre – 6/16-6/20 – Announced fundraiser
- Pembina Valley Child Care Centres – 6/16 – Announced fundraiser
- Heart & Stroke Foundation – 6/16 – Announced “Big Bike” fundraiser
- International Cello Festival of Canada – 6/16-6/18 – Announced free concert
- Winkler Senior Centre – 6/16-6/19 – Announced fundraiser
- Alzheimer’s Society – 6/16-6/19 – Announced annual memory walk fundraiser
- Pembina Hills Art Council – 6/16-6/20 – Announced event  
-6/23-6/30 – Announced art exhibit
- Town of La Riviere – 6/16-6/21 – Announced annual festival
- Town of Walhalla – 6/23-6/29 – Announced public fossil dig
- Presbyterian Church of Langdon – 6/23-6/25 – Announced luncheon
- Morden, Winkler & Altona Food Cupboards – 6/23-6/26 – Announced fundraiser
- Canadian Fossil Discovery Centre – 6/23-6/30 – Announced kids camp
- Kids Act Summer Theatre Camp – 6/23-6/30 – Announced kids camp