

K M O K

ANNUAL

COMMUNITY

INVOLVEMENT

presentation



a snapshot of our community efforts in 2014

KMOK SECTION 1

WORD COUNT: 200

Our nation was built upon the values of life, liberty, and the responsible use of our natural resources, and it has sustained because of strong, local communities built upon people willing to help their neighbors when they stumble.

At the Outlaw 106.9 FM, we care as deeply about the Earth and local agriculture as we do about finding homes for homeless pets. We are there when our neighbors need help, are hungry, or are in need of a hand up or just need to hear some good news. We share our community's stories of success, whether it's our kids on the basketball court or the triumphs of our

local nonprofit organizations.

That's why we create events to respond to the needs of our community. We've organized the Super Sale for school children to fundraise by selling yard sale items. We're part of the only region-wide Earth Day event. We've broadcast and organized the Lewis Clark Valley's only fireworks show for the last 26 years, and spearhead two food drives annually, raising more than 2,000 pounds of food, to ensure our neighbors are healthy and fed.

Our listeners can count on their neighbors and on us, because we are their neighbors.

KMOK SECTION 2

NEWS & WEATHER COVERAGE

NEWS

In 2014, KMOK's local news team broadcast 13 newscasts per day, 30 seconds at a time. Each newscast offered relevant local news, including weather, school closures, traffic, road conditions and other regional topics. With more than 27 years of experience reporting on the Lewis Clark Valley, News Director John Thomas has the experience and local insight to keep residents informed on the events most relevant to their lives.

WEATHER

Lewis Clark Valley residents say, "If you don't like the weather, wait five minutes," because it really does change that quickly. To stay ahead of the storm, KMOK's local air-staff provided listeners with weather reports once an hour, seven days a week, in easily digestible 15-second chunks.

REGULARLY-SCHEDULED COMMUNITY AFFAIRS PROGRAMS

LOCAL SPORTS

Sportscasters delivered the latest local sporting news, scores, highlights, and game schedules to fans of LC Valley athletics. Sports reports also highlight local sports stars on weekday mornings, for 20 minutes total every week.

PET OF THE WEEK

To support the local animal shelter and encourage pet adoptions, KMOK broadcast the "Pet of the Week" special feature. Cindy, our Morning Show host, dedicated three minutes every Wednesday to describing an adorable and adoptable pet from the Lewis Clark Animal Shelter. A photo and information were also posted on KMOK's Facebook. The "Pet of the Week" segment helped raise awareness for both the highlighted pet and all of their furry friends still awaiting adoption. At the end of the year, approximately 50 animals found a forever home of their very own as a direct result of our on-air feature.

SPECIAL FEATURES

Live and local radio broadcasting is uniquely able to rapidly respond to the ever-changing needs of a community. The team at KMOK embraces this ability and relishes the responsibility of keeping listeners informed with the most up-to-date information available. Throughout 2014, KMOK responded to the needs of our listeners with the following timely campaigns:

Twin County United Way Day Of Caring

The Twin County United Way takes part in the annual United Way Day of Caring, during which businesses from around the community collectively volunteer time to special projects. The KMOK staff spent the day with the local Meals on Wheels program and helped promote the endeavor by hosting United Way representatives to talk about the importance and impact of the event.

Inland Northwest Blood Center Blood Drives

Inland Northwest Blood Center is our regional supplier of blood to all hospitals and clinics. Every year, INBC holds blood drives to help with low-donation seasons and during emergencies when blood is needed most. KMOK takes special action during these important events through live broadcasts, live mentions from air staff, and cross promotions on Facebook.

Twin County United Way Radio-A-Thon

The Twin County United Way (TCUW) Foundation Radio-A-Thon provides the kickoff for the fundraising campaign, as well as building awareness about the varying impact of 22 local non-profit organizations. KMOK hosted a guest each day of the week of the Radio-A-Thon during an hour of the morning show in order to increase funds raised and promote awareness for the local United Way Foundation and its benefiting organizations. Guests during the Radio-A-Thon included:

- Heather Stout, Assistant Director of the Lewiston Library and Cynthia Tierney, Non-Federal Program Support Coordinator for Lewis Clark Early Childhood Program (LCECP) (TCUW recipients) (Sept. 9)
- Cari Miller, North Central Branch Manager, Idaho Food Bank and Michelle Jenkins, Board Member for Homes of Hope (TCUW recipients) (Sept. 10)
- Nick Bacon, Executive Director of the Asotin County Aquatic Center and Thea Skalicky, Program Manager and Clinical Supervisor at Quality Behavioral Health (TCUW recipients) (Sept. 11)
- Charity Rapiet, TCUW board member and Angie Titus, Engagement Director at Community Action Partnership (TCUW recipient) (Sept. 12)

PUBLIC SERVICE ANNOUNCEMENTS

KMOK devoted 5,410 total minutes of on-air time in 2014 to public service announcements. Of those, 1,813 were paid and 3,597 were unpaid airtime donations.

CINDY IN THE MORNING

Cindy wakes up with the Lewis Clark Valley and welcomes community members to join her on the morning show to promote causes and events. Below are some of those Morning Show Guests of 2014.

Mike Tatko, Boy Scout Troop #262 (Jan. 4)

Mike told listeners about the troop's Christmas tree pick-up service. The service is free but encourages donations to programs for local scouts. Mike was on-air for 2 minutes and the information was shared on the Outlaw's Facebook page.

John Blankenship, Owner, H&R Block (March 19)

John told us about the importance of utilizing professional help when it comes to income tax preparation. He also offered several tax preparation tips.

Cpl. Eric Kjorness, Lewiston Police Department (March 25)

Cpl. Kjorness talked about public access to email and text-message alerts from the Lewiston Police Department regarding safety, disasters and emergencies. The service is free and is available through most cellular providers.

Sean Lunsford, Director, American Red Cross of Greater Idaho (March 27)

Sean promoted the group's 'Dine for Disaster' fundraiser, during which some local restaurants donate a percent of their earnings on a certain day to the Red Cross. Sean told us about how local dollars help, and which restaurants to check out.

Amanda Gill, Art Under The Elms Coordinator (April 15)

Art Under the Elms is the zenith of the Lewis-Clark State College's Dogwood Festival. It has been the largest art and culture fair in the Lewis Clark Valley for 30 years. Amanda spoke with Cindy about events at Dogwood

Festival and Earth Day, and explained how funds for Art Under The Elms help make invaluable elective courses possible at the college.

Breanne Durham, Director of Beautiful Downtown Lewiston (April 16)

Breanne told us about the Lewis-Clark Recyclers' 9th Annual Earth Day Celebration. The event is hosted in downtown Lewiston and boasts crowds of more than 4,000, with free food and entertainment for the community. (April 16) Another guest of the event was the Lewis & Clark Habitat for Humanity. Chuck Cram, Community Outreach Director for the local non-profit, discussed their efforts to create sustainable, affordable housing for the Lewis Clark Valley and surrounding areas.

Jim Cooper, Nez Perce County Sheriff's Mounted Posse (April 30)

Operation Challenge was created to give young people with disabilities the chance to ride horses and in hay wagons. The event was created and is facilitated by the Nez Perce County Sheriff's Mounted Posse. Cooper discussed the upcoming event and the scope of the free activities.

Zenita Delva, Dist. 2 Court Appointed Special Advocates (CASA) (June 12)

Zenita joined the morning show to discuss the organization's involvement in the '4-Hour Food Drive.' She also discussed many things CASA was responsible for in the community. Cindy included a Facebook post about the cause.

Jen Bruns and Barry Cummings,

Idaho Fish and Game (June 16)

Jen and Barry visited the morning show to tell us about the Second Annual Kid's Kokanee Salmon Fishing Clinic at Dworshak Reservoir. Cindy hosted Jen and Barry for 4 minutes on-air and made one post to Facebook.

Erica VanLueven, Snake River Relay for Life (June 17)

Erica discussed the Snake River Relay for Life, including informing our listeners that the American Cancer Society gets most of its funding from the Relay for Life events across the nation. Cindy and Erica talked for 4 minutes and one post to Facebook was made.

Dave Richards, Habitat for Humanity Retail Store (June 19)

Dave talked about Habitat for Humanity's community activities, as well as how the store funds the organization. He also told us about the Community Yard Sale, which directly benefits area nonprofits. They discussed the event for 6 minutes, and made one post to Facebook.

Zenita Delva, Dist. 2 CASA (June 23)

Zenita Delva joined the morning show again to discuss CASA's involvement of with the 'Sweet Spot River Shot' promotion, as well as many other services the CASA is responsible for in the community for about 4 minutes. There was one Facebook post made about the promotion.

Cari Miller, Idaho Food Bank (June 26)

Cari told us about the free frozen potatoes available to those in need at the Salvation Army Parking Lot. Cari

and Cindy talked for 3 minutes, and one Facebook post was made.

Ron Crane, Treasurer, State of Idaho (July 29)

Idaho State Treasurer Ron Crane and LeAnn Sullivan, his executive assistant, visited the morning show to tell listeners about the 'Smart Women, Smart Money Conference.' The conference teaches women how to take control of their lives by taking control of their money, with the help of keynote speaker Patty Duke. The interview lasted for 4 minutes, and one post was made to Facebook.

Lance Hansen, Assistant Superintendent of Lewiston School District, and Ron Rees, Principal of Centennial Elementary School (July 31)

Lance and Ron visited the morning show to share news about Centennial Elementary receiving a \$3 million technology grant. Centennial Elementary will implement a STREAM initiative, which focuses on science, technology, research, engineering, arts and mathematics. Hansen and Rees were on the air for approximately 4 minutes.

Jennifer DeJean, Walla Walla Community College, and Mike Tatko, Avista Utilities (Aug. 10)

Jennifer, the Director of the Center for Entrepreneurship at WWCC, and Mike, Regional Business Manager of Avista Utilities, discussed how easy it is to become an entrepreneur by enrolling in classes at WWCC. This interview also included a link to the class with one Facebook post.

Natalie Elliot, Gina Queesenberry Foundation Board Member (Aug. 25)

Natalie told listeners about the Gina Queesenberry Foundation and the 'Tough Enough to Wear

Pink' fundraiser. Our listeners were encouraged to purchase 'Tough Enough to Wear Pink' T-shirts, the proceeds of which support local cancer patients. The interview was 3 minutes, and promoted with one Facebook post.

Marlene Schaffer, Boy Scouts of America Inland Northwest Council (Aug. 26)

Marlene told listeners about the 'One Day of Scouting Scout-O-Rama' happening at Lewis Clark State College. This event was designed to bring awareness to and showcase the positive activities and influence of the Boys Scouts. The interview was 3 minutes and included one post on Facebook.

Megan Grubb, The Princess Project (Aug. 22)

Megan told us about the organization's goal of making dreams come true for girls who can't afford prom dresses. They collect and distribute formal dresses and donate hair appointments, pedicures and more to girls who would not be able to afford such luxuries otherwise. The interview lasted 3 minutes and included one post on Facebook.

Mel Johnson, Nez Perce County Emergency Management Director (Sept. 9)

Mel gave tips about disaster preparedness as it pertains to the region. The interview was 3 minutes long and included one Facebook post.

Bre, Cole and Whitney, students from the Lewiston and Clarkston DECA (Sept. 26)

Students from Lewiston and Clarkston DECA, which prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and

colleges, came on the morning show to discuss the 'Drive 4 UR School' event at Joe Hall Ford. For every test drive at Joe Hall Ford, the dealership would donate \$20 to the high school's DECA program. The interview was about 6 minutes, and included 2 posts on Facebook.

Rockey Reynolds, 'A Kidney for Kori' Fundraiser (Oct. 8)

Rockey visited the morning show to discuss fundraising event 'A Kidney For Kori.' Kori Day is a 21-year-old woman on the list for a kidney transplant. The Lewiston Eagles held a fundraiser for her medical expenses, which was spearheaded by Reynolds. The interview was 3 minutes and resulted in one post on Facebook.

Heidi Henson, Idaho Public Health (Oct. 22)

Heidi shared some great statistics about health with our listeners. She also told us how Idaho residents over age 18 could receive nicotine replacement therapy supplies at no cost. The interview was 3 minutes and was followed up with a Facebook post.

Asotin High School Cheerleaders (Oct. 25)

Cheer Squad members Kaytlyn, Cheyanne, and Rayne, along with coach Julie, visited the morning show to invite listeners their fundraiser, which supported their efforts to perform at the Capital Bowl in Florida. The interview was 3 minutes and was followed up with a Facebook post.

Cari Miller, Idaho Food Bank (Dec. 11)

Cari discussed the upcoming Holiday Heroes Food Drive, as well as other things happening with the food bank, including its capital campaign and construction of a new warehouse.

KMOK SECTION 3

Event Name/Date(s): 2014 Super Sale (February 14)

Benefiting Group: Lewis-Clark Valley Habitat for Humanity Retail Store; The Willow Center for Grieving Children; the Asotin County Food Bank and the Community Action Partnership Food Pantry; as well as The Habitat for Humanity Restore, an ongoing fundraiser for Lewis & Clark Habitat for Humanity.

The Station is: Primary Organizer

Description: Many families are still strapped following the holiday season and into the first quarter of the New Year, but summer isn't far away. Many school children need to raise money for upcoming summer field trips, camps, band instruments, sports equipment, and other needs. That's why KMOK has organized The Super Sale for the last 18 years. This annual event provides thousands of people a great way to save money, while supporting this primary fundraiser for many school organizations. The Super Sale is a huge indoor rummage sale held in the Nez Perce County Fair Building in February. The event hosted hundreds of vendors from up to 50 miles away. Admission to the event comes with a discount by providing at least one can of food for the Community Action Partnership food pantry and the Asotin County Food Bank. KMOK works hand-in-hand with sister stations KVTY-FM and KRLC-AM to organize and promote this event.

On-air support prior to the event: 78 minutes of broadcast announcements.

On-air support during/after event: 30 minutes of broadcasting at the event.

Online Support: 3 posts on Facebook.

Total staff hours contributed: 40 hours.

Event results: 3,200 people, mostly families saving money by finding deals and lost treasures, were packed wall-to-wall in the fair pavilion. In addition to great shopping, the Willow Center for Grieving Children also sold hot dogs, which raised more than \$1,000 for the organization. The Community Action Partnership Food Pantry and the Asotin County Food Bank hauled in a total of 1,530 pounds of food for local food banks. The Habitat Store accepted donations of leftover items, which filled two full trucks. Over the last 12 years, the Willow Center for Grieving Children has raised more than \$8,000 and the two local food banks have hauled an estimated 18,000 pounds of food at this event.

Event Name/Date(s): Earth Day (April 17)

Benefiting Group: Community of the Lewis Clark Valley; Lewis Clark Valley Chamber of Commerce, and Beautiful Downtown Lewiston

The Station is: Primary Organizer

Description: For as beautiful as our area is, there is a disturbing lack of education in our blue-collar community about the importance of preserving the Earth for the next generation. That's why KMOK partnered with Lewis-Clark Recyclers to create an annual education event. The 9th Annual Lewis-Clark Recycler's Earth Day Celebration is a free community event that encourages the principles of Reduce, Reuse, Recycle, while providing free food, music, and children's activities. KMOK is the partner-host of the event and our staff emceed the Main Stage performances, a two-hour live broadcast, and hosted the bouncy castle, to the delight of many of our younger residents. Our staff also volunteered on the ground during the rainy, celebratory day. KMOK works hand-in-hand with sister station KRLC-AM in promoting and organizing this event.

On-air support prior to the event: 120 minutes of recorded and live promotions.

On-air support during/after event: 15 minutes of air time.

Online Support: 10 Facebook posts.

Total staff hours contributed: 40 hours.

Event results: Nearly 1,000 people attended the event despite poor weather. More than 50 non-profit organizations, schools, city and county departments, and local and regional businesses helped entertain and promote sustainability in the heart of downtown Lewiston.

Event Name /Date(s): 4 Hour Food Drive (June 14)

Benefiting Group: The Idaho Food Bank and St. Vincent DePaul Food Bank

The Station is: Primary Organizer

Description: Food insecurity is a large problem in our region. That's why KMOK posed a challenge to four local, non-profit organizations. We asked them to work an hour each to gather as many donations as possible on behalf of their group. The two organizations that brought in the most food were awarded with \$4,000 in advertising for their organization, while the other two were gifted a live broadcast to be used at an event of their choosing. The four non-profit organizations involved were Opportunities Unlimited Inc., Interlink Volunteers, the Lewiston-Clarkston YWCA, and the District II Court Appointed Special Advocates (CASA).

On-air support prior to the event: 48 minutes of recorded and live promotions.

On-air support during/after event: 18 minutes of broadcasting at the event.

Online Support: 3 posts to Facebook.

Total staff hours contributed: 16 hours.

Event results: We're proud to be part of a community that cares about its neighbors. In just four hours, local residents donated more than 431 pounds of canned food, 429 food-items and 32 toiletry-based products to the St. Vincent de Paul Food Bank and the Idaho Food Bank.

Event Name/Date(s): Sweet Spot River Shot (June 28-July 29)

Benefiting Group: 2nd District Court Appointed Special Advocates (CASA)

The Station is: Support Sponsor

Description: This annual event, hosted in-part by sister station KVTY-FM, lets locals practice their golf swing while supporting CASA, which is comprised of volunteers appointed by judges to speak for the safety and well-being of abused and neglected minors as they navigate the legal system. Sweet Spot River Shot participants get a free swing at a ball as they try to hit an inner tube floating in the Snake River to qualify for the \$10,000 prize. The first shot is free, and additional balls are \$5, a donation that goes directly to CASA. With each swing, participants are also entered to win other prizes.

On-air support prior to the event: 30 minutes of live reads and on air mentions, including on air interviews.

On-air support during/after event: 2 hours at each event, 6 hours total of live remotes on location and assisting in set up and tear down, at the sign up table and for running games.

Online Support: 6 Facebook posts, including information about non-profits that benefited from the event, and pictures from the event.

Total staff hours contributed: 14 hours at each event, 42 hours total.

Event results: This is an ongoing event, with the number of participants increasing every week, including both contestants and friends and family members who join them in the fun! CASA was present at each event to sell additional balls and share information. By the end of the promotion, CASA raised \$1,000 to help train and prepare adult advocates to be the voice and support for at-risk children navigating difficult legal situations and their life-altering implications. The event has brought in \$3,000 to help local children since its inception three years ago.

Event Name/Date(s): Community Spirit Fireworks Show (July 4)

Benefiting Group: The Red Cross of Greater Idaho

The Station is: Primary Organizer

Description: The birth of our nation is a great reason to celebrate! Before KMOK started the Community Spirit 501(c)3, our region was without a professional fireworks show. Today, Community Spirit boasts food vendors, live music, prizes, and the best fireworks show in Idaho. KMOK-FM and our sister stations Y-105 and KRLC Hometown Radio were again privileged to host an event people wait for all year. There is no better way to celebrate America than with colorful explosions and friends at the Fourth of July,

and we love having face time with people who usually just hear us on the radio. Donation barrels were at every entrance to help support the local chapter of the American Red Cross, which serves the LC Valley citizens through CPR Certification and first-aid courses, emergency preparedness training, and when needed, disaster relief.

On-air support prior to the event: 40 minutes of live reads and on air mentions.

On-air support during/after event: 2 hour live remote from the event, as well as set up, emceeing, and assisting volunteers.

Online Support: 8 Facebook posts with reminders leading up to the event, and pictures during and after.

Total staff hours contributed: 60 hours.

Event results: More than 6,000 members of our community came out to celebrate our nation and to give to the American Red Cross, whose workers hauled away barrels of cash totaling nearly \$800. Since 2004, \$3,502 has been donated to the local American Red Cross.

Event Name/Date(s): Snake River Relay for Life (July 20)

Benefiting Group: American Cancer Society

The Station is: Support Sponsor

Description: Cancer doesn't show any signs of letting up, but we're doing our part to keep fighting it. KMOK responds to the need for increased fundraising to combat this devastating illness by participating in our local Relay for Life event every summer. More than 20 teams of community members came together on the track at Adams Field to display their hues of hope and healing while raising money for the American Cancer Society. The event began with an encouraging lap taken by more than 100 cancer survivors and their caretakers, while everyone else cheered them on.

On-air support prior to the event: 10 minutes of live mentions by local broadcasting personalities, on-air interviews during the Morning Show with Cindy, and 30 minutes of recorded public service announcements.

On-air support during/after the event: KMOK broadcast live-on-location for 2 hours at the Relay for Life. On the Monday after the event, we covered the event festivities in a 2-minute break.

Online Support: 4 Facebook posts.

Total Staff Hours Contributed: 8 hours.

Event Results: In 2014 alone, The Snake River Relay for Life raised a total of \$37,493 with 25 teams and 199 participants. In the last five years, approximately \$150,000 has been raised to help fight cancer in our community.

Event Name/Date(s): National Night Out Against Crime (Aug. 5)

Benefiting Group: Our local communities

The Station is: Support Sponsor

Description: Most of the crime in our community is petty and non-violent, but that doesn't mean our residents don't need to protect themselves. KMOK responded to this need by joining the nation's National Night Out event, and localizing it for our community. This event helps community members get acquainted with law enforcement and emergency personnel, learn about crime prevention, and discover how to protect their homes and themselves. There were also food vendors at the event and live entertainment to keep a festive and happy spirit surrounding this serious topic.

On-air support prior to the event: On air mentions the week before leading up to the day of the event, during all times of the day.

On-air support during/after event: 15 minutes of broadcasting at the event.

Online Support: Several posts to Facebook.

Total staff hours contributed: 9 hours.

Event results: More than 1,500 people joined National Night Out event and enjoyed great weather and wonderful entertainment with educational and informative displays from 36 agencies battling crime and building positive relationships in the community.

Event Name/Date(s): Nez Perce County Fair (Sept. 18-21)

Benefiting Group: Nez Perce County Fair, 4-H, and FFA

The Station is: Support Sponsor

Description: The fair is a celebration of the meaningful qualities that make life in Nez Perce County so special. It is an opportunity for young and old alike to exhibit their talents and hard work. Countless activities over a range of disciplines were available, including 4-H livestock, horticulture, home economics, fine arts, and entertainment.

On-air support prior to the event: 90 minutes of announcements by local broadcasting personalities.

On-air support during/after event: 120 minutes of live updates during the 11-hour on-location broadcast.

Online Support: 4 posts to Facebook.

Total staff hours contributed: 32 hours.

Event result: More than 21,000 people in the community attended the Nez Perce County Fair.

Event Name/Date(s): Riverfest (Sept. 27)

Benefiting Group: Community in attendance, Port of Clarkston, Wash.

The Station is: Support Sponsor

Description: This first-year event was hosted by the Port of Clarkston to celebrate the area in which we so lucky to call home, and especially the two rivers that bring our community so much, from water for crops to recreational opportunities. The events began with the Rivers & Ridges Cycling Event. At noon, families enjoyed the fun atmosphere at Granite Lake Park with vendor and food booths, games for kids and adults, jet-ski and stand-up paddle board demonstrations, water safety seminars, and a Dutch oven cooking contest, as well as a beer and wine garden for the 21-and-over crowd. Many local businesses, non-profits, performers, and vendors rounded out the event.

On-air support prior to the event: Live on air mentions for the week leading up to the event.

On-air support during/after event: Live-on-location broadcasts for 2 hours.

Online Support: 3 Facebook posts.

Total staff hours contributed: 8 hours.

Event results: This event was tremendously successful in its inaugural run. More than 2,000 people trickled in and out of the event throughout the day to enjoy food, drinks, live music, connect with dozens of local nonprofit organizations, and enjoy the beauty of the Snake and Clearwater rivers.

Event Name/Date(s): Holiday Heroes Food Drive (Dec. 14)

Benefiting Group: Idaho Food Bank

The Station is: Primary Organizer

Description: We know that no one should go hungry, and it's up to all of us to make sure everyone has the sustenance necessary. That's why KMOK created the Holiday Heroes food drive five years ago. This year, KMOK teamed up with our sister stations, KRLC and KVTY, and local grocery store, Rosauers, to load up bags of staple food items, and then invested a full day at Rosauers creating a fun and energetic atmosphere to encourage customers to buy and donate one or more bags along with their purchase. After the event, our team members volunteered to help pass out bags of food and warm coats at the Salvation Army to community members who needed help staying warm and full during the holidays.

On-air support prior to the event: 30 minutes.

On-air support during/after event: 3 hours.

Online Support: 5 Facebook posts.

Total staff hours contributed: 26 hours.

Event results: Our community is generous. Even with the struggling economy, more than 250 bags of food were purchased and donated to the food drive, as well as a matching number of turkeys and hams donated from the Idaho Food Bank and more than 50 coats from our Coats for the Cold coat drive. Since the event began six years ago, more than 1,300 families have been able to enjoy a decadent holiday meal they otherwise wouldn't have been able to afford.

KMOK SECTION 4

SOCIAL MEDIA CONNECTIONS

KMOK's Facebook page is an integral point of interaction between listeners and our on-air personalities and staff. KMOK uses its page to create awareness of how our listeners can directly help the community, as well as providing a platform for our listeners to tell us what matters most to them.

In 2014, KMOK's social media sites specifically aided the following individuals and events: 9th Annual Earth Day Celebration; Tough Enough To Wear Pink; Snake River Relay for Life; Gina Queesenberry Foundation's Jog for Jugs; MS Walk; Idaho Food Bank

INVOLVEMENT WITH THE EAS COMMITTEE

KMOK's Chief Engineer, Steve Franko, serves as a member of the Inland Northwest Emergency Alert System Committee. The Federal Communications Commission designed the Emergency Alert System so officials can quickly send out important emergency information targeted to a specific area.

The Inland Northwest EAS Committee coordinates and governs standard practices and implementation of the FCC's EAS rules for 10 counties in Idaho, nine counties in eastern Washington and one county in northern Montana to ensure listeners are informed of emergency situations, should the need arise.

TWIN COUNTY UNITED WAY FOUNDATION

KMOK FM is a Corporate Champion for the Twin County United Way. This sponsorship helps provide funding for all of United Way's administrative costs, ensuring 100 percent of every

dollar donated goes directly to the community.

KMOK's Director of Informational Technology, Michelle King, is the fundraising chair for the annual capital campaign for the Twin County United Way, which raises more than three-quarters of a million dollars in two counties that have just more than 60,000 people combined.

KMOK also participates in the At Work campaign, which invites employees to make a payroll-deducted, pre-tax donation to the Twin County United Way. This campaign benefited 19 local non-profit organizations, enabling them to continue their invaluable work.

TWIN COUNTY UNITED WAY DAY OF CARING

For 10 years, the Twin County United Way has hosted its Day of Caring in the LC Valley. Community businesses gather and form teams to work on meaningful community projects, assist local agencies, and respond to various needs, such as delivering meals for the Valley Meals on Wheels or helping promote a blood drive.

They also worked to raise awareness of local agencies that promote the Spirit of Caring throughout the year. This year, 202 volunteers supported 15 agencies on 20 different projects, donating a total of \$1,700 in labor value. The two-person KMOK team assisted by helping build and repair filing cabinets, power spraying the outside of a building, pulling weeds, and generally cleaning up the property over about a full day's work.

FOLLOW THE ROYALTY

Rodeo spirit isn't hard to come by in the LC Valley, but the geographic diversity sometimes makes it hard

for everyone to see the royalty. The Lewiston Roundup Association, assisted by KMOK, developed a campaign to broadcast the tour of rodeo royalty throughout the region. KMOK aired advertisements from March to September to update the public on where the royalty might be found, and air staff assisted by accompanying the royalty as they visited area elementary schools. The queen and princess traveled with an entourage of bullfighters, clowns and board members, promoting the upcoming Lewiston Round Up for grade school students. KMOK was proud to volunteer 14 hours of time and gave 210 minutes of on-air time to the Follow the Royalty campaign.

RADIO ADVERTISING GRANTS

KMOK supports nonprofits with our Radio Advertising Grant program. KMOK provided selected organizations with marketing training and airtime. We dedicated at least 50 minutes of our commercial rotation every month to our community through Radio Advertising Grants. Our 2014 partner organizations are listed below.

Boy Scouts of America: Helped the annual Scouting for Food drive, during which Boy Scouts collect canned food door to door. Approximately 12,000 pounds of food was collected.

American Red Cross: Promoted Dine for Disaster, during which local restaurants donate profits for one day to the Red Cross. The event raised more than \$5,000.

Asotin Chamber of Commerce and the Asotin Lion's Club:

Advertised for the monthly Lion's Club breakfasts. Each month, approximately 120 people attend the fundraising breakfasts, raising \$500 per month for the Lion's Club.

Jenifer Junior High School: Held an awareness campaign for the Jenifer Junior High School Band fundraiser. The event hosted ice-cream sundaes and 90 minutes of music from the band.

Tina's Hope for a Cure: Hosted an awareness campaign for an organization that raises funds and awareness for systinosis research. Annually, the event raises more than \$80,000 in one evening with a dinner, auction, and fun.

Lewis Clark Bluegrass Organization: Helped promote the Second Annual Bluegrass Festival in the Lewis Clark Valley, which brought together dozens of regional bluegrass musicians to perform in a weekend-long festival.

LC Amateur Hockey Association: Promoted awareness for a discounted skate day, and promotion for Youth Hockey Registration for the local, non-profit hockey organization. The event doubled as a celebration that they maintained their current location and building, both of which were in jeopardy.

Wounded Warrior Foundation: Raised awareness for the annual Show and Shine to benefit the Wounded Warriors Project. More than \$5,000 was raised to support veterans and active duty military personnel.

Chicks N Chaps: Encouraged listeners to attend a Rodeo 101 fundraiser, with proceeds benefiting local cancer survivors. 154 women came to this first-year event, raising more than \$15,000 for local cancer agencies.

Boy Scouts of America: Fall is the busiest time of year for recruitment for the Boy Scouts of America. The grant helped the scouts get group meetings set up, where about 10 new scouts were recruited.

Ultimate Christmas Concert: Interlink Volunteer Center, a local non-profit organization specializing in helping the aging population of the Twin Counties, uses the

Ultimate Christmas Concert as an annual fundraiser. This year, more than \$3,000 was raised in the two weekends of showings.

Old Fashioned Christmas: The Pomeroy (Wash.) Chamber of Commerce works hard to put together a Christmas celebration that the entire community can enjoy with its Old Fashioned Christmas. More than 500 people attend the event in this small town (population 1,500).

OTHER COMMUNITY INVOLVEMENT

Event/Charity: Country Music Night, February 15

Staff appearances (non-paid): Kelly Wayne

Station employee volunteer work: This is the sixth year KMOK's Kelly Wayne has hosted the Country Music Night. The event benefits the Community Action Partnership Food Bank, and raised a total of \$2,250 for those in our community in need in 2014. The event includes a dinner, auction and local country singers.

Total number of hour contributed (this month) to cause: 3 hours

Event/Charity: Inland Northwest Muscular Dystrophy Walk, April 5

Staff appearances (non-paid): Cindy Hayward, Kelly Wayne

Station employee volunteer work: Every year, KMOK shines a spotlight on the Inland Northwest Muscular Dystrophy's MS Walk, which takes place the first Saturday of every April. In addition to hosting event organizers on the morning show, KMOK helped host the event by meeting participants and giving them information as they arrived for check-in. KMOK staff emceed the stage and gave announcements during the event. According to the MS Society, \$19,090 was raised at this walk.

Total number of hour contributed (this month) to cause: 10 hours

Event/Charity: Asotin Days Parade and

Festival, Aug. 9

Staff appearances (non-paid): Cindy Hayward

Station employee volunteer work: Asotin Days is a beloved community celebration. We participated in the parade, and we promoted the events happening all weekend, including the Lions Club Breakfast and Community Yard Sale, with several on-air mentions and Facebook posts. Cindy, our Morning Show host, drove the Outlaw's van in the parade.

Total number of hour contributed (this month) to cause: 4 hours

Event/Charity: Disability Mentoring Day, Oct. 27

Staff appearances (non-paid): Cindy Hayward

Station employee volunteer work: The next generation of broadcasters is coming up fast, and we want them to be ready to take over. Trey, Tyler, and Drew, three local students who are interested in broadcasting, joined our morning show for an hour, observing the production and live-on-air broadcast. We then took the boys into a production room to give them some hands-on experience with making a produced spot. Then they were able to visit our promotions department, where they saw the promotions and sales side of the business and how that connects us to the community.

Total number of hours contributed (this month) to cause: October — 1.5 hours

Event/Charity: Valley Veterans Day Parade, Nov. 8

Staff appearances (non-paid): Cindy Hayward

Station employee volunteer work: KMOK was a parade entry at the Veterans Day Parade on Main Street in Lewiston. The parade was promoted on-air and more than 1,000 people lined the streets in honor of veterans. Total number of hours contributed (this month) to cause: October – 2 hours