

K R L C

CRYSTAL AWARDS PRESENTATION 2015



PRESENTATION

A SNAPSHOT OF OUR COMMUNITY EFFORTS

KRLC SECTION 1

WORD COUNT: 195

For more than 80 years, KRLC has honored the traditions that are innate to our rural Western communities. God, military, tradition, and family are the crux of how we serve the community, simply because those things embody our way of life.

KRLC was integral during the disastrous 2015 wildfires, which burned nearly 250,000 acres across three sites in our region. Our Program Director drove into the thick of the chaos so our listeners could be informed. She witnessed our neighbors have just minutes to compress all the belongings they could save into pickups, and communities gather on asphalt parking lots to attempt to reach safety. Livestock, homes, and livelihoods were taken in an instant as billowing smoke overtook the skies for weeks. In the midst of the chaos and tragedy, listeners tuned to KRLC for reliable information and to communicate needs. After the smoke cleared, KRLC hosted a fundraiser for those in need of relief, raising more than \$2,600 and bringing awareness to the struggles in our own backyards.

Now, 80 years later, listeners still rely on and turn to KRLC for information — to them, we're the only station that tells them about their community.

KRLC SECTION 2

CONSISTENT LOCAL PROGRAMMING & COVERAGE

Local News

KRLC is the only locally-programmed AM station in the region. As such, the station has a sincere commitment to local news first, with an emphasis on high-quality, relevant programming about topics directly affecting our community and surrounding region. Every weekday, KRLC offers 11 local newscasts, each more than 90 seconds long. During prime drive-time hours, we take extra time with the news. Local newscasts play at 6 a.m., 7 a.m., 12 p.m., and 5 p.m. Those newscasts are 4-8 minutes long.

Some of the most pertinent news stories for KRLC listeners in 2015 included:

January

- The managers of the Port of Lewiston (Idaho) and Port of Clarkston (Wash.), David Doeringsfeld and Wanda Keefer, respectively, were interviewed to discuss dredging operations on the Snake and Clearwater rivers. The bulk of the discussion was in regard to how dredging impacted the two local, inland ports, and the affect this could have on our communities, which have significant economic interest in the potential increase in industry the dredging operations will provide.

February

- Jonelle McCoy, from the Lewiston Clarkston YWCA, was interviewed to highlight an annual fundraiser called SOUPort Our Shelter. The annual event pits the Lewiston and Clarkston Police Departments against to the two cities' fire departments in a soup cook-off fundraiser, where all attendees go home with a hand-painted soup bowl.

March

- Local 911 Dispatch Center Director David Taylor discussed the new CodeRED emergency alert system. The system will provide immediate alerts for Lewiston and Nez Perce County residents in the event of emergency.

April

- The Director of Marketing and Outreach for Wedgewood Terrace, a local nonprofit assisted living facility, was interviewed to promote a two-month class called Alzheimer's University. The class was free and open to the public and put on by Inland Northwest Chapter of the Alzheimer's Association.

May

- The Nez Perce National Historical Park Superintendent, Tami DeGrosky, was interviewed about the park's exciting 50th anniversary celebration.

June

- Kathryn Tacke, an economist working for the Idaho Department of Labor, was interviewed to discuss local unemployment rates, as well as permanent and seasonal employment opportunities.

July

- Betty Meloy and Pat Van Brien of the Twin River Genealogy Society discussed the Walking

with Ancestors tour. The tour took place in the heart of the Normal Hill Cemetery historical district and sought to connect folks with the vibrant and colorful history of the area and its diverse residents.

August

- Region Supervisor for the Idaho Department of Fish and Game Jerome Hanson was interviewed to promote Hunt Idaho, a new event hosted by the state agency. The event promoted gun safety, while also urging folks to pick up their bows and rifles again, often for the first time in many years.

September

- Joel Loicano and Jay Ostvig from the Inland Northwest Chapter of the Alzheimer's Association were interviewed to talk about the Quad City Walk to End Alzheimer's. The walk is the regional fundraiser for the association, which covers four counties. Loicano also talked about local outreach events and resources for caretakers of loved ones living with this difficult disease.

October

- We broadcasted National Weather Service wind advisories during a devastating season, which saw two windstorms strike the area within one week. These storms impacted nearly 100,000 structures in the region, as well as limiting power service to more than 240,000 in the region.

November

- Election day coverage brought many changes to local elected positions, most notably the Lewiston City Council, which saw all incumbents defeated and a freshman councilperson taking nearly 30 percent of the total vote.

December

- A Washington state health official reminded those traveling to warmer climates for the holiday to protect themselves against rising instances of mosquito-borne viral diseases.

Opinion Please! – Idaho's longest running talk show

Listeners interact with community guests on-air from 10 a.m.-noon every Wednesday. Hosted in our studio, Opinion Please! is the cornerstone of KRLC's community service effort and is dedicated to addressing the most pressing issues affecting our listeners. Topics of all sorts are covered, from the needs of local charitable organizations to school levies, city and county maintenance updates, pressing health care concerns, information about Alzheimer's disease, and city plans and zoning changes.

Some of the guests in 2015 included Joel Loicono, Regional Director of Alzheimer's Association; Beth Larson, Executive Director of the Lewiston Civic Theatre; Thom Hawkins, Nez Perce County Fire Mitigation Manager; Breanne Durham, Executive Director of Beautiful Downtown Lewiston; Brooke Cushman, Director of the NAIA World Series; Doug Zenner, Nez Perce County Commissioner; Mike Thomason, Port of Lewiston Commissioner; Dave LeRoy, (Former) Lt. Governor; Jennife Dejean, Walla Walla Community College Entrepreneurship Director; Victoria Scalise, Director of the Palouse Discovery Science Center; Noel Hardin, Asotin County Fire District Director; Kathryn Tacke, Regional Economist from the Idaho Department of Labor; Asotin County Veterans Advisory Board members Jim Tedder and Gus Budach; Mike Orton, Nez Perce County Fair Director; BJ Johnson, City of Lewiston Parks and Recreation Director; and dozens of others, both community leaders and passionate community members.

Weather

At KRLC, "live and local" is in our blood. We dedicate 30 seconds every hour to live and local weather forecasts from 6 a.m. to 6 p.m., Monday through Friday. KRLC also gives updated weather forecasts on the weekends, ensuring our listeners are prepared for whatever wild weather is set to blow through the Lewis Clark Valley.

Local Sports

We take pride in showcasing the passions and accomplishments of our community members, and that definitely includes success on the field and in the gym. KRLC offers local community sports updates five times every weekday, including interviews with high school coaches, features on local athletes, game recaps, and regional sports news from American Legion Baseball, junior and senior high teams, Lewis Clark State College athletics, and more. KRLC also broadcasted and/or live streamed high school football and baseball tournament games. All of the LC Twins American Legion games were streamed on the station's local sports website, ListenToTheGame.com. KRLC also broadcasts the Seattle Mariners baseball games to our avid regional fan base. Local sportscasts are Monday through Friday, five times per day for 60 seconds each.

Pet of the Week

We're doing our part to end petlessness, because a furry friend can enrich everyone's life. Every week, KRLC welcomes an adoptable and adorable pet to the studio for a five-minute feature, with the hope of finding that creature a new home. We frequently take extra time for special emphasis on the need for pet adoption, in keeping with our dedication to animals, pets, and the people who love them.

Morning Show Interviews

Nonprofit groups are the heart of our community. They provide support in a myriad of ways, from collecting and distributing canned food to aiding in disaster relief in areas hit by fires or floods. It is our duty to give those nonprofits a voice by giving them a platform to inform listeners of their causes and upcoming events. Some of those interviews in 2015 include participants from the annual Earth Day celebrations in downtown Lewiston; Keegan Athey, Backyard Harvest; Dan Faller, Lewis Clark State College workforce training; Dan Johnson, City of Lewiston Sanitation; Debi Fitzgerald, Center for Arts and History at Lewis Clark State College; Jennifer Burns, Idaho Fish and Wildlife; Officer John Morbeck, Clarkston City Police, and more.

Call in Classifieds

Every Tuesday and Thursday morning at 9:30 a.m., KRLC hosts a 30-minute program, during which listeners can make their own free advertisement for products they want to buy or sell. This fun, free service saw folks trying to sell tires or pick up a milk goat. When a struggling family is in need of an essential basic such as a bed, someone will call in and fulfill that request. An elderly gentleman might call for help finding a long-lost friend, and when someone needs a helping hand, another listener can step up to fulfill the need. If anyone needs help locating a loved and lost pet, Call in Classifieds will answer the call. Call in Classifieds was especially useful this year as many brutal fires that ravaged our area prompted a variety of needs. We're proud we were able to help both working firefighters and victims survive in the wake of widespread devastation. For our incredible listeners, offering fenced pastures for livestock displaced by fire is the least they could do. Call in Classifieds has also been used by the Eagles Lodge to advertise their fundraising events, including a special fundraiser for Kidney for Cory, which grossed more than \$20,000 in October. Another special feature of Call in Classifieds is the Veterans of Foreign Wars' Drive-A-Veteran program, which helps vets get to their doctors' appointments at the Veterans Affairs Hospital in Walla Walla, Wash., about 100 miles away.

The Snake River Rodeo Roundup

KRLC is privileged to have our very own local classic country music DJ, the legendary Toe Tappin' Tommy Tucker, on the air. Affectionately known as "Toes," Tucker hosts a weekly show that pays homage to classic country music and cowboy heritage and culture. The two-hour live show hosts the best cowboy poets and live music from artists all over the Inland Northwest. Tucker is highly acclaimed in the Western Music Association and hosts countless events in support of western musicians and poetry lovers, such as Spirit of the West and the Cowboy Gathering.

Follow the Royalty Feature

Rodeo spirit isn't hard to come by in the Lewis Clark Valley, but the geographic diversity sometimes makes it hard for everyone to see the royalty. The Lewiston Roundup Association, assisted by KRLC and sister-station KMOK-FM, developed a campaign to broadcast the tour of rodeo royalty throughout the region. KRLC 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. KRLC was proud to volunteer 14 hours of time and gave 642 minutes of on-air time to the Follow the Royalty campaign.

Special Programming and Coverage

Clearwater Complex Fire Coverage

This year, disaster struck close to home for KRLC and even closer for our listeners in the Orofino, Kamiah, and Kooskia region of Idaho. In August, forest fires devastated more than 70,000 acres of the vast hillsides and prairie, spotted with dry ponderosa pine, that envelop our community. One KRLC staff member was on scene for three days of in the small town of Kamiah, 70 miles away from our base in Lewiston, as fires had burned phone and power lines. With 11 wildfires pressing in, information was in short supply in this little valley town. Our staffer made numerous Facebook posts about what was happening as it was unfolding. She gathered and relayed information from the site to the newsroom, where we posted it as quickly as we could. KRLC morning shows turned into information feeds and a primary source of information, with constant updates on the fires' locations, containment levels, and the needs of victims and emergency personnel. KRLC gathered 2,000 pounds of canned and bagged food, cash donations, 2 tons of hay and livestock feed, and pet food: all donated from listeners and delivered it all to people in crisis and firefighters. For weeks during this local crisis, every show on KRLC brought listeners updates about these devastating fires and kept countless families out of harms way.

Kiwanis Days

Every year, KRLC offers the Kiwanis Club of the LC Valley unlimited inventory for one day in the last week of March, when the Kiwanis Club promotes its fundraiser. In 2015, 30-second commercials were sold and written by members of the Kiwanis Club, which used the money to respond to Lewiston's needs, such as a community cleanup day and a dynamic teen event, designed for youth sixth grade and older, which included workshops on various life skills, including personal hygiene and time management. In 2015, more than 200 commercials aired, earning the club \$4,000.

Public Service Announcements

KRLC devoted 1,963 minutes of on-air time to public service announcements. Of those, 721 were paid and 1,242 were unpaid airtime donations.

KRLC SECTION 3

STATION INVOLVED COMMUNITY SERVICE EVENTS

Event Name/Date(s): 2015 Super Sale (Feb. 21)

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; Opportunities Unlimited, Inc.; as well as The Habitat for Humanity Store, an ongoing fundraiser for Lewis & Clark Habitat for Humanity

The Station is: Primary Organizer

Description: Many families are still in dire financial straits following the holiday season and into the first quarter of the New Year, but summer isn't far away. Many children need to raise money for upcoming summer field trips, camps, band instruments, sports equipment, and more. That's why KRLC has organized The Super Sale for the last 18 years. This annual event provides thousands of people a tremendous opportunity to save money, while supporting many school organizations. The Super Sale is a huge indoor rummage sale held in the Nez Perce County Fair Building in February. Hundreds of vendors from up to 50 miles away travel to ply their wares, and thousands more come ready to buy. 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. KRLC works hand-in-hand with sister stations KVTY-FM and KMOK-FM to organize and promote this event.

On-air support prior to the event: 105 minutes of recorded and live announcements.

On-air support during/after event: 3 hours of remote broadcast at the event.

Online Support: 4 posts on Facebook.

Total staff hours contributed: 60 hours.

Event results: About 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 an astounding total of 1,530 pounds of food for local food banks. The Habitat Store and Opportunities Unlimited Inc. accepted donations of leftover items, which filled over three full trucks. Over the last 12 years, the Willow Center for Grieving Children has raised more than \$9,000 and the two local food banks have hauled an estimated 18,000 pounds of food at this event.

Name of the Event/Date(s): Earth Day Celebration (April 16)

Benefiting Group: Community of Lewiston; dozens of non-profit organizations; Lewis-Clark Recyclers Inc.

The Station is: Support Sponsor

Description: This annual event provides thousands of people with a fabulous way to celebrate a national event a week early! It offers free food, games, music, demonstrations, and more. Every year, more than 50 businesses set up their tables to share information and offer giveaways to thousands of guests.

On-air support prior to the event: At least 90 minutes of broadcast announcements and multiple on-air interviews.

On-air support during/after event: Live on-air mentions during the event, four hours of emcee work at the event.

Online Support: 2 Facebook posts contributed.

Total staff hours contributed: 8 staff.

Event results: The 10th annual celebration hosted more than 2,000 people and more than 50 nonprofit organizations, schools, city and county departments, and local businesses and organizations. The event both entertained and promoted sustainability in the heart of downtown Lewiston, Idaho. KRLC has been part of this event for more than 10 years, and upwards of 12,000 people have joined the fun, equating to nearly one-third of the city's population, who are now better educated about conserving the region's natural resources.

Online Support: 4 Facebook posts.

Total staff hours contributed: 25 hours.

Event Results: Weather is no joke in the Lewis Clark Valley in April, and this year was certainly no laughing matter. Despite the wind, rain, and cold, nearly 1,000 people attended the event. More than 50 non-profit organizations, schools, city and county departments, and local and regional businesses helped entertain and promote sustainability.

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

Benefiting Group: Community Spirit and the American Red Cross of Greater Idaho

The Station is: Primary Organizer

Description: Thirty years ago, a nonprofit organization formed by employees of KRLC and sister stations KMOK-FM and KVTY-FM began the Community Spirit Fireworks Show. Now, the Independence Day Celebration at Adams Field is a picture-perfect tribute to the United States of America. The evening's festivities included a showcase of local country music talents, a performance by The Working Poor, and the biggest, loudest, and most dazzling fireworks show for 300 miles!

On-air support prior to the event: 60 minutes of recorded public service announcements, in addition to heavy promotion by local on-air staff. Promotion totaled more than 15 hours.

On-air support during/after event: Crystal, KRLC's program director, broadcasted live-on-location for 2 hours prior to the fireworks showcase. KRLC also carried the local vocalist's performance of the national anthem, followed by 18 minutes of music choreographed to the pyrotechnics for listeners outside of Adams Field.

Online Support: 3 Facebook posts prior to the event.

Total staff hours contributed: 150 staff hours. Two station team members served on the Community Spirit Committee. Station staff solicited sponsors to fund the fireworks display. Station team members also managed all of the logistical aspects of this event.

Event results: More than 6,000 people, including families on blankets, in lawn chairs, or just hanging out in the grass gathered to festively celebrate Independence Day. The generosity of those who attended resulted in more than \$300 for the local American Red Cross disaster service and emergency response team. Since 2004, \$3,812 has been donated to the Red Cross of Greater Idaho.

Event Name/Date(s): Josh Burton Memorial Tournament (July 11)

Benefiting Group: Josh Burton Memorial Scholarship Fund and the Lewis-Clark Twins American Legion Baseball Team

The Station is: Support Sponsor

Description: Our community lost one of our own five years ago when Josh Burton, a 24-year-old Little League coach and former two-sport athlete at Lewiston High School and LC Twins baseball player, was tragically killed in an automobile accident. To honor Josh's memory and dedication to the game, the American Legion hosts an annual baseball tournament, highlighted by a special game for LC Twins alumnus to support young baseball players.

On-air support prior to the event: 30 minutes of public service announcements.

On-air support during/after event: 2 hours of on-location coverage, as well as five minutes spent on-air recapping the event the following week.

Total staff hours contributed: 10 hours.

Event result: This event raised \$3,000, and two scholarships were awarded to 10 local high school players who plan to play baseball in college. In the event's four-year history, more than \$12,000 has been raised to fund scholarships for 40 talented and driven student-athletes.

Event Name/Date(s): Nez Perce County Fair (Sept. 22-25)

Benefiting Group: The Nez Perce County Fair; 4-H; and Future Farmers of America

The Station is: Support Sponsor

Description: In the Lewis Clark Valley, the ranching way of life is on display every day. We honor that heritage and celebrate the lifestyle at the Nez Perce County Fair. KRLC hosts a live broadcast booth as a fair exhibit, drawing attention to the fair's many attractions. KRLC staff also serves as judges for some of the 4-H events in which they have personal expertise.

On-air support prior to the event: 40 minutes of public service announcements.

On-air support during/after event: We contributed 8 hours of live-on-location broadcasting in addition to an interactive public presence that included handing out balloons to elementary school students on a field trip and interviewing nonprofit organizations exhibiting at the fair.

Online Support: Daily Facebook updates and pictures.

Total staff hours contributed: 35 hours.

Event result: KRLC staff cherishes our time at the largest of the regional county fairs. During the fair, hundreds of KRLC listeners approach the on-site broadcast booth and connect face-to-face with KRLC air staff in the kindest ways. The most common question is, "Are you Crystal?" Crystal, of course, is the KRLC Program Director and beloved morning host, and she is more than happy to spend a moment putting a face to the many listeners who wake up to her lovely voice. More than 30,000 people from our community attended the Nez Perce County Fair, and we were able to shine a spotlight some of the great organizations and exhibits that are vital to our region.

Event Name/Date(s): VFW Hall Veterans Day breakfast and rummage sale (Nov. 11)

Benefiting Group: Clarkston VFW Post 1443

The Station is: Support Sponsor

Description: The local VFW hall held a delicious Veterans Day breakfast and rummage sale. Since KRLC is always the main contact

for any veteran's organization, KRLC made sure to keep our listeners well abreast of the happenings. KRLC morning show host JD even showed up and conducted a surprise, live remote broadcast, much to the delight of all in attendance.

On-air support prior to the event: There were live-on-air mentions the entire week leading up to the breakfast.

On-air support during/after event: 2.5-hour remote broadcast.

Online Support: 3 Facebook posts.

Total staff hours contributed: 4 hours.

Event results: KRLC has always maintained a special focus on support of military personnel past and present. Because of this promotion, several dozen new attendees came to show their support, in addition to our fantastically loyal long-timers. Veterans in our community know they have KRLC's support, both on-air and in person.

Name of the Event/Date(s): Holiday Heroes Food Drive (Dec. 19)

Benefiting Group: Any residents of the Lewis Clark Valley in need of a holiday meal

The Station is: Primary Organizer

Description: This one-day food drive provides a Christmas dinner to roughly 200 families in need during what can be one of the most difficult of seasons for the disadvantaged. KRLC co-organizes the food drive with sister stations KMOK-FM and KVTY-FM. We spent one day at Rosauers, a local grocery store, bagging groceries for a full holiday meal along with a ham or turkey donated by the Idaho Food Bank. The pre-packaged bags were available for purchase by community members for a \$20 donation. After being donated, the bags were distributed to hungry families at the Salvation Army.

On-air support prior to the event: More than 60 minutes of promotional advertisements.

On-air support during/after event: 2 hour remote broadcast on-site.

Online Support: 6 posts on Facebook.

Total staff hours contributed: 16 hours.

Event results: The atmosphere was electric, with more than 40 volunteers crowding the local grocery store on a Saturday morning. Volunteers bagged groceries, greeted shoppers, and most of all, encouraged donations to buy a bag for a family in need. In total, 261 bags of food were purchased, and the Idaho Food Bank paired those bags up with turkeys donated from other local businesses. Cumulatively, the food drive has resulted in more than 1,250 families guaranteed a holiday meal over six years.

KRLC SECTION 4

OTHER COMMUNITY SERVICE EFFORTS

Along with Program Director, Crystal Primaky, KRLC has one full-time employee and three part-time broadcasters for a total of five employees, ensuring our region continues to be informed, entertained, and taken care of. Below are some highlights of their community service efforts in 2015:

Fairs, Rodeos and Parades: KRLC participated in the Asotin Days Parade in Asotin, Wash.; KRLC also had a presence in the Lewiston Roundup Parade in Lewiston, Idaho; the Garfield County Parade in Pomeroy, Wash.; and the Lumberjack Days Parade in Orofino, Idaho. KRLC's JD was a proud emcee of the LC Valley Veteran's Day parade on Nov. 14, and KRLC even had its own entry in the parade. KRLC was also in the City of Asotin Lighted Parade. Total staff hours contributed: 80 hours

Inland Northwest Muscular Dystrophy Walk (April 5): Every year, KRLC 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, KRLC was at the walk, meeting participants and giving them information. According to the MS Society, an incredibly generous amount of \$19,090 was raised at just our little community's walk. Total staff hours contributed: 6 hours

Columbia River Cowboy Gathering and Music Festival (April 10-12): KRLC promoted the 12th Annual Columbia River Cowboy gathering and Music Festival—a family-centric event with three days of live music and excitement to benefit the Kennewick (Wash.) FFA and the Rascal Rodeo. Total staff hours contributed: 3 hours

Valley Rally/Operation Ward 57 (May 2): The Valley Rally was hosted by the Highway Men to benefit Operation Ward 57's mission to support injured and ill military service members. This afternoon event started with a motorcycle swap meet and hosted a bike show, live auction, silent auction, live music, derby games, and more. KRLC staff was on hand with a gorgeous motorcycle to display for the bike show and helped cheer on the efforts. Total staff hours contributed: 2 hours

Operation Challenge (May 3): This day is dedicated to putting smiles on the faces of adults and children with disabilities of all types through the therapy of horseback riding. The Lewiston Roundup grounds is set up with ramps and trailers to help excited riders mount horses, which are then led by trained volunteers. Some participants may not be able to walk, but the joys of being able to ride a horse are impossible to miss. A petting zoo, with goats, rabbits, guinea pigs, and other friendly creatures, as well as wagon rides and free food round out the day. KRLC increased its involvement this year by promoting the event itself and airing a call for volunteers in early March, which resulted in teams of nurses, combat motorcycle groups, firefighters, sports teams, and our own group of volunteers joined by our sister stations, all eager to pitch in and provide a full day of fun and smiles.

Even regular musicians from the KRLC Snake River Radio Roundup came down to provide a rousing soundtrack, and everyone enjoyed the day. To promote the event, KRLC hosted organizers on Opinion Please!, and had a recap, for 154 minutes of airtime used just for this event. Total staff hours contributed: 14 hours

Lewis-Clark Senior Games (June 9-13): The Senior Games has 12 categories of competitive sporting events for anyone at least 55 years young. KRLC was thrilled to help promote it, and we hosted organizers of the event on-air to discuss the need for volunteers, as well as details on all the events and how to get involved. Total staff hours contributed: 4 hours

Culdesac Shebang Days (June 12-14): KRLC encouraged listeners to attend Shebang Days in Culdesac, Idaho for three days of community activities including yard sales, food, music, and even a turkey calling, elk bugling, and Bigfoot calling contest. The calling contests were hosted by JD, KRLC's resident turkey farmer and beloved morning host! Total staff hours contributed: 12 hours

Valley Bluegrass Festival (June 26 & 27): For the last two years, KRLC has sponsored the Valley Bluegrass Festival, a two-day event at the Nez Perce County Fairgrounds. Attendees got in the bluegrass spirit by camping at the

event grounds overnight, and the Snake River Radio Roundup featured live music from one of the groups playing in the Bluegrass Festival. KRLC promoted the festival for at least 90 minutes and posted to the KRLC Facebook page three times preceding the event. Total staff hours contributed: 25 hours

Cruzin' to Clarkston (June 27): Every June, Jawbone Flats Café and the Asotin County Food Bank team up to increase awareness and bring in food donations by hosting the Crusin' to Clarkston event. The event includes a downtown street fair, car show, and special events to raise food and monetary donations. KRLC's Toe Tappin' Tommy Tucker, a regular at Jawbone Flats, is the host and emcee of the day's events. Total staff hours contributed: 10 hours

National Night Out Against Crime (Aug. 4): National Night Out is an annual event in August, which provides a unique opportunity for the cities of Lewiston, ID and Clarkston, WA to join forces with thousands of other communities across the country. National Night Out heightens crime-prevention awareness and includes anti-crime programs, neighborhood support programs, and information on police-community partnerships. With this, we send a strong, unified message that communities are organized and fighting to keep our neighborhoods safe and free from crime. KRLC promoted the event with at least 30 minutes of live reads and on-air mentions, a recap of this important event, and added 6 Facebook posts tagging those local nonprofit groups and community members who came together for this worthy cause. Total staff hours contributed: 12 hours

Asotin Days Parade and Festival (Aug. 7-9): Asotin Days is a wonderful community event held each and every year in this rural town, and we were overjoyed to be part of the celebration by broadcasting live and participating in the parade. We promoted the events all weekend, which included the Lions Club Breakfast and Community Yard Sale. KRLC aired about 20 minutes of information prior to the event, and capped everything off with a 30-minute rundown of the festivities, in addition to two Facebook posts. Total staff hours contributed: 8 hours

Thomasson ATV/UTV Benefit Fun Run (Sept. 27): All of the proceeds from this fun run went to a local family to help pay for medical treatment of a rare condition that caused their 17-year-old son, Drew Thomasson, to go blind. In 2015, their 13-year old son was also tragically diagnosed with the same dire condition. KRLC talked about the event at length, and invited Thomasson on-air to discuss his experience with the condition and his hopes for the fundraiser. KRLC brought flyers about the event to the Nez Perce Country fair to hand out, and shared 2 Facebook posts. Total staff hours contributed: 8 hours

Coats for the Cold Drive (September, October, November): Every time cold season tightens its icy grip on the Lewis Clark Valley, KRLC and sister stations KMOK-FM and KVTY-FM host Coats for the Cold. The drive is promoted from September through November. In 2015, KRLC dedicated more than 60 minutes to promote drop-off locations and posted to the KRLC Facebook page at least 3 times. More than 250 coats were gathered this year and will be given to the Northwest Children's Home, ensuring these children stay warm and cozy despite the frigid weather. Total staff hours contributed: 8 hours

Combat Veterans Motorcycle Association Show and Shine (Oct. 3): KRLC promoted the Combat Vets Motorcycle Association (CVMA) Show and Shine and associated fun run. Proceeds from this show and shine supported veteran Kevin Mosley and his family with the medical costs stemming from the tragic death of his 18-month-old son. Rounding out the festivities, there was food, music, raffles, vendors, a beer garden, a huge live auction, and motorcycle fun run, along with free donated haircuts and a karaoke contest. The family-friendly event was open to the public, and registration was just \$10. More than \$5,000 was raised in loving support of this young family. Total staff hours contributed: 2 hours

Kamiah Fire Relief Dance Fundraiser (Oct. 23): KRLC hosted a dinner, dance and silent auction fundraiser in an effort to help those who lost so much during wildfires in our region. Over the summer, our region was impacted by nearly 250,000 acres of fires, some of the worst in recorded history. In our neck of the woods, more than 200 structures were destroyed including: homes, shops, businesses and bungalows. About 150 gracious listeners came to attend the event and throughout the evening, more than \$2,600 was raised to help the rebuilding efforts of our neighbors and

friends.
Total staff hours contributed: 40 hours

Community Partnership Grants:

- **Lewis Clark Special Olympics – Auction and raffle fundraiser:** The annual fundraiser is the largest source of monetary support for the local Special Olympics.
- **Idaho Sawtooth Bluegrass Association – Kamiah Spring Super Jam:** If anyone knows bluegrass music, they know it is more than just a musical style, it is also a community in and of itself, and these colorful characters are always willing to welcome outsiders with toes a'tappin' and hands a'clappin'. The annual bluegrass festival takes place just 70 miles from the KRLC studios and is attended by bluegrass fans young and old, from near and far.
- **Nez Perce County Sherriff's Department – Waha Cleanup Project:** The majesty of nature is overwhelming in our region of North Central Idaho, but humans can be careless. Over the last few years, the popular Waha Lake has been tarnished by litter and careless disregard for this pristine example of natural beauty. KRLC did its best to make people aware of when this cleanup project would take place, so any and all who enjoy this lovely recreation area could help pitch in to ensure it stays splendid for generations to come.
- **Asotin County Food Bank – Cruzin' to Clarkston:** The Asotin County Food Bank, in conjunction with the local Jawbone Flats Café, holds a street festival and food drive every June Called Cruzin' to Clarkston, which includes a show-and-shine, dozens of street fair events, and live music.
- **Lewis Clark Bluegrass Association – Valley Bluegrass Festival:** The bluegrass-heads of the Northwest descend on the Lewis Clark Valley every summer for fantastic three-day festival. The event showcases the dazzling talents of countless local and regional bands to the delight of all in attendance.
- **Lewiston Library Foundation – Off the Wall:** The foundation offered a unique take on traditional fundraising by collecting donated items and long-forgotten oddities within the library and holding a sale of these fascinating items. With more than \$7,000 raised in their first attempt, we are already

counting the days until we are able feast our eyes on the next set of unearthed treasures.

- **Nimiipuu Health – Health Fair 2015:** Every October, Nimiipuu Health hosts a health fair to help local Native people get acquainted with the variety of health services that are offered by this vital institution.
- **St. Vincent DePaul Society – Christmas Connection 2015:** This local organization takes it upon itself to ensure that families in our region have a happy and fruitful holiday celebration in spite of economic hardships. Not only does the organization provide presents for families in need, but it also hosts a delicious and celebratory community holiday meal the second Saturday of every December.
- **Northwest Children's Home – Red Stocking Fundraiser:** Every December, local retailers and restaurants team up to raise funds for this local organization that provides a home for children awaiting placement in a loving foster family. The local merchants solicit donations from patrons, which provide funds for purchasing holiday gifts for the children.

Other Events and Campaign Efforts:

More than 30 hours have been given to the following causes in 2015:

- Aired mentions on the Call in Classifieds feature about a white elephant auction in support of the rural Weippi, Idaho, Fire Department
- Aired live mentions outlining the many mental health options in the Lewis-Clark Valley via a local nonprofit, Quality Behavioral Health
- Live mentions for local high school DECA programs fundraisers and events
- Live mentions for the Emerick Charity Raffle to help raise funds to help rebuild a local elementary school playground
- Aired live mentions for the 37th Annual Seaport River Run event in Lewiston
- Aired live mentions for the Thrivent Financial for Lutherans' Second Harvest Mobile Food bank
- Aired a live interview with Lacy J. Dalton about the wild horse sanctuary in Virginia City, Nev., the need for hay during the drought, and high cost of local hay. KRLC listeners called in and donated hay to help the horses.