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KVTV

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**CRYSTAL RADIO AWARDS**  
presentation

*a snapshot of our  
community efforts in*

2015

# KVTV

SECTION ONE  
Word Count: 184

KVTV is a family-focused station that takes pride in making sure all Lewis-Clark Valley families are informed and have the resources they need.

That's why KVTV created the 4 Hour Food Drive. The drive brought 500 pounds of food in just four hours and provided awareness for local nonprofit organizations. It is also why KVTV made a special effort to help kick off the Twin County United Way annual fundraising campaign.

KVTV worked hand in hand with local organizations throughout the year. Causes we supported included SOUPport Our Shelter, a fundraiser for YWCA's local safe-house for domestic violence victims, family safety with the National Night Out Against Crime, breast cancer patients and their families, and many other individuals and organizations who are doing all they can to make our community better, one day at a time.

KVTV strives to be a voice of compassion, inspiration, and information that many local families need every day. KVTV is their morning information resource as they get ready for the day, and their evening easy listening as they wrap up another day in the community we call home.



SECTION TWO

## Coffee Talk Morning Show with Klassy Kass

Every weekday morning, the Lewis Clark Valley hops out of bed to the infectious energy of Klassy Kass, host of Coffee Talk on KVTY (Y-105). Throughout the year, Kass welcomes guests to the studio to share the spotlight and promote their events and causes. Some of those in-studio interviews in 2015 included:

**Isaiah Bren and Madison Winn, Lewiston High School Students with Gold Voices (Feb. 3rd):** Following KVTY's long tradition of supporting the music department and serving their community, Kass welcomed these Gold Voices representatives on the morning show to inform listeners about singing valentines, a fundraiser with all proceeds going to the Lewiston (Idaho) High School music department. They performed a live demonstration of one of the songs on-air.

**Jennifer Opdahl, Secretary and performer of Abuzz Theatre (Feb. 5th):** The newest theatre group in the Lewis Clark Valley is Abuzz Theatre. It is a nonprofit performing arts organization with the goal of providing the growing and diverse Lewis Clark Valley community and surrounding areas with opportunities to watch, experience, and participate in contemporary, challenging and cutting edge live theatre. They also plan to bring educational experiences in the theatre arts to people of all ages and experience levels.

**Steven Branting, local historian and author (Feb. 18th):** Branting joined the morning show to promote a new feature on KVTY called Time Capsule, which highlights local history of the Lewis Clark Valley. Branting shared a couple of entertaining, lesser-known oddities from our region's past.

**Jonelle McCoy, Outreach Director, YWCA of the Lewis-Clark Valley (Feb. 24th):** KVTY welcomed McCoy back for her annual promotion of SOUPport Our Shelters, during which the community is invited to buy a ticket to a lunch of home-made soups provided by local fire fighters and law enforcement officers. All proceeds support our local women's shelter.

**Jennifer Menegas, Fine Arts Ball organizer (March 2nd):** The Fine Arts Ball is Lewiston Civic Theatre's biggest fundraiser of the year, and one of the community's premiere events. Menegas shared information about the exciting and diverse performances and told listeners how to purchase their tickets.

**Eric Kjorness, Corporal of Lewiston Police Department (March 5th):** The Lewiston School District met with parents to discuss and educate the community about cyberbullying and dangers found in social networking for teens. KVTY invited Cpl. Kjorness to share an overview of the meeting with our listeners.

**Geoffrey Bounds, local author (March 12th):** Bounds recently published his second delightful children's book. The father of four shared both of his books with our listeners, and he discussed his excitement over reaching countless new readers because of his new national distribution deal.

**Erica Allen, Lewis Clark State College (LCSC) Foundation Executive Director (March 19th):** Lewis Clark State College is an essential employer and primary means of attracting new and diverse residents to our lovely area. In an attempt to maintain recruitment appeal and further the development of programs, the college is focusing on facilities upgrades. The latest project was updating and renovating the beloved Silverthorne Theatre. The theatre is used for performances, productions, classes, and lectures. Allen discussed a fundraising campaign and the various ways that the community can get involved in helping see this project through, as well as how such a project will positively impact the community as a whole.



**Jerry Schutz, Lewis Clark State College Student Nurses Association/Chavez Challenge (March 24th):** The Cezar Chavez Challenge is an annual blood drive facilitated by Inland Northwest Blood Center - Lewis Clark State College campus, held in conjunction with the Student Nurses Association. The blood drive is a nationwide event at hundreds of colleges and universities, but it all started at Lewis Clark State College. It is an opportunity to bridge the generations of blood donors and diversify the local donor base, as well as a celebration of Cezar Chavez's work in uniting people of different generations.

**Keegan Athey, Facilitator of Backyard Harvest; Dan Faller, Training Coordinator at Lewis Clark State College; Dan Johnson, Solid Waste Manager with the City of Lewiston (April 8th, 9th, and 13th):** To help promote the 10th Annual Earth Day event on April 16th, Athey, Faller, and Johnson discussed what Earth Day means to each of their organizations, as well as what they are doing both in general and at this event specifically to make our environment a cleaner, more sustainable place for generations to come.

**Debi Fitzgerald, Director of LCSC Center for Arts and History (April 10th):** Fine wine and craft beer abound at the Confluence Grape and Grain wine and beer tasting and auction, a vital part of our annual Dogwood Festival. The auction is the second largest fundraiser for the LCSC Arts and History Department.

**Zenita Delva, Executive Director of CASA; Ray Rosch, Executive Director of Interlink Volunteers; Steve Thomas, Executive Director of Lewis Clark Valley Family Promise; and Shannon Macintosh with Opportunities Unlimited, Inc. (June 9th and 11th):** All represented nonprofit organizations involved with the 4 Hour Food Drive on June 13th, as they spoke about need for donations and the specific work each of their vital groups do in support of the disadvantaged people in our community.

**Erica Van Leuven and John Edmundson, local and regional reps for American Cancer Society (June 16th):** Relay for Life representatives joined the morning show to encourage teams to sign up for the walk. They told listeners that the American Cancer Society helps people locally and nationally, and about the important research it funds to save the lives of countless loved ones.

**Becci Tank and Ethan Smith, local thespians and Director's Assistants at Lewiston Civic Theatre (June 22nd):** As children, Tank and Smith had the pleasure of being a part of the local theatre's Summer Children's Theatre, and now, years later, came back as director's assistants. The duo discussed the hard work of the 80 local actors and actresses who put on a rousing rendition of High School Musical.

**Austin Mason, Micheal Keane, Amanda Klempel and Ethan Smith - Lewiston Civic Theatre (Aug. 11th):** These

actors brought fairytales to life when they visited the studio fully in character as Shrek, Farquaad, Fiona, and Donkey to promote a fundraising event, Breakfast with Shrek, to raise money for costumes and set pieces for the theatre's performance of Shrek.

**Cari Miller, Idaho Food Bank (Aug. 18th):** Miller told KVTY listeners about upcoming plans to move the Idaho Food Bank warehouse closer to a central location, for easier donations and access to the individuals they serve. She also invited listeners to show their support by attending the new site's groundbreaking.

**Drew Thomason, Lewiston High School student (Sept. 24th):** At age 7, Thomason was diagnosed with a rare brain disease, which left him blind even after many radiation treatments. Recently, his younger brother was diagnosed with the same disease, and now his doctors are in a race to save his vision. Thomason joined us to talk about an upcoming ATV/Poker Run event to raise money to help his family with the travel and medical expenses in fighting the disease and preserving his brother's quality of life.

**Tony Mastroberardino, Nick Bacon, Tim Barker, Bert Sahlberg, Tim Winter, Bob Donaldson, Kim Casey, Janis Forsmann and Sam Skinner, all community leaders and board members/officers of our Twin County United Way (Oct. 19th):** KVTY hosted these community leaders, board members, and supporters of the Twin County United Way to drum up excitement for the fundraising season. Twin County United Way, a funder of nonprofit organizations throughout the valley, sought to raise \$900,000 in a community of only 68,000 people in a mere six months.

**Ethan Smith, local high school student and actor at Clarkston High School (Oct. 21st):** Smith invited the community to Clarkston High School's drama club season kick-off with a delightful production of How to Succeed in Finding a Musical Without Really Trying - A Musical Revue.

**Holly Heistumen, local breast cancer survivor (Oct 31st):** Heistumen, at just 23 years old, is a surprisingly young breast cancer survivor. She joined KVTY to close out Think Pink Month, and shared her story. Her goal is to inspire strength, build faith, love, and family, and help anyone be proactive with health checks and screenings.

**John Blankenship, owner H & R Block (Nov. 10th):** Blankenship is a beloved and extremely active community member. This time, he came on-air to discuss the Coats for the Cold drive to help keep everyone in our community warm and cozy during the frigid winter months.

**Beeg Johnson, Recreation Coordinator for City of Lewiston (Nov. 19th):** Johnson was excited to announce groundbreaking of Penny's Memorial Dog Park in Lewis-

ton. The much-needed community feature will allow for large and small dog runs, watering and washing areas, and a beautiful view to enjoy with your favorite furry friend!

### **Breanna Nine, local junior high school student (Dec. 10th):**

Nine was very ill a few years ago and had to stay in the hospital over Christmas. During her stay, community members brought gifts for her to give to her family. Nine was overwhelmed by the love and support, and she decided to take action. In 2015, she hosted the second annual Breanna's Christmas Gift. Donations were accepted at a local junior high school and the local hospital. Gifts are wrapped by volunteers and taken to people spending their holidays in the hospital.

### **Local News**

In 2015, KVTY aired a local news broadcast five times per day 90 seconds at a time. Every newscast offered the most relevant local news, including weather, school closures, and road conditions, and touched on other regional topics. With more than 27 years of reporting and living experience in the Lewis Clark Valley, News Director John Thomas has the experience and local knowledge to keep residents informed on the events that matter most.

### **Local Weather**

KVTY provides listeners with local weather updates 18 times daily, for 30 seconds at a time. This ensures our listeners know whether to pack an umbrella or wear a sundress – and sometimes both, in our mountain valley!

### **Local Sports**

KVTY takes pride in covering the stories our listeners care about most: local sports. Inland Northwest Sports focuses on local athletics by promoting upcoming sporting events, rankings, registration deadlines, and great sports stories from Lewis Clark State College, area high schools, junior highs, Little League, American Legion Baseball, the Lewis Clark Amateur Hockey Association, and others. The station broadcasts sports every hour on the weekday morning show, for 4 minutes a week.

### **School Matters**

The KVTY audience includes many busy parents with children in elementary and middle school. In 2014, we introduced School Matters to help those parents connect with local schools that aren't typically covered by other media outlets. Our content is written and produced in-house, and highlights everything from FFA news to DECA fundraisers. In 2015, School Matters was featured on KVTY for 6 minutes each day, every day.

### **Mood Lift Mondays**

Mondays have a reputation, and our goal is to help listeners get through the longest day of the week. At 8 a.m. every Monday, KVTY shares fun, positive, and uplifting

stories, and invites listeners to call in with their own "Tell Me Something Good" anecdotes – whether it be a happy birthday wish, a promotion at work, a call to pay it forward, or simply a "I like the weather today" – everyone who calls during the hour gets a prize just for bringing some cheer to this often dismal day of the week!

### **Coffee Talk to Go**

We like our studio, but we also like to connect with our listeners! So on July 2, KVTY and sister station KRLC-AM take their morning shows outside to the busy street in front of the studio. Listeners are invited to stop by and visit the on air show, get free Pepsi products, win movie tickets and pool passes, enter to win the "Star Spangled Getaway" prize of a Washington, D.C. trip, and take patriotic selfies with Uncle Sam and Betsy Ross cutouts! It's a great opportunity to spice things up on air and to spend more dedicated time with the people who make the morning show so special, our listeners.

### **Twin County United Way Week of Sharing**

The Twin County United Way Foundation Week of Sharing is the kickoff for the organization's fundraising campaign, and helps build awareness about the varying impact of more than 30 local nonprofit organizations funded through the United Way foundation. KVTY hosted morning show guests first thing Monday morning to kick off the Week of Sharing. We shared information about the fundraising campaign goals and services that TCUW supports in order to promote awareness for the Foundation and its benefiting organizations. Over the course of the week, we also ran recorded testimonials of many locals who benefited from its services. Guests during the Week of Sharing included TCUW executive director Sam Skinner; Tim Winter and Bob Donaldson, Superintendents of Public Instruction; eight different United Way board members and volunteers, and TCUW board president Tim Barker.

### **Warrior Wednesday**

KVTY joined the Associated Students of Lewis Clark State College for games, prizes and on-campus event information from 11:30 a.m.-1 p.m. every Wednesday during the school year, with the goal of creating a culture of involvement on the small college campus, using live broadcasts to draw non-students to on-campus events. The 2-hour broadcast included 8 minutes of airtime every week at the college.

### **Public Service Announcements**

KVTY devoted 3,307 total minutes of on-air time in 2015 to public service announcements. Of those, 1,942 were paid and 1,365 were unpaid donations.

# KVTV

## Station Involved Community Service Events

### 2015 Super Sale

**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.; and The Habitat for Humanity Store, an ongoing fundraiser for Lewiston Clarkston Partners Habitat for Humanity.

**The Station is:** Support Sponsor

**Description:** Many families are still strapped for cash 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 KVTV and sister stations KRLC-AM and KMOK-FM organized The Super Sale for the past 18 years. This annual event provides thousands of people with a great way to save money and support the event. The Super Sale is a huge indoor rummage sale held in the Nez Perce County Fair Building every February. The event hosts hundreds of vendors from up to 50 miles away. Patrons can get an admission discount if they bring at least one can of food for the Community Action Partnership food pantry and the Asotin County Food Bank.

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

**On-air support during/after event:** KVTV broadcasted live from the event for 2 hours.

**Online Support:** 4 posts on Facebook.

**Total staff hours contributed:** 60 hours.

**Event results:** 3,200 people, mostly families, were packed wall-to-wall in the fair pavilion as they saved money and found deals and treasures. 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 1,530

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

### SOUPport Our Shelters

**Event Name/Date(s):** 'SOUPport Our Shelters' (Feb. 27)

**Benefiting Group:** Lewiston YWCA

**The Station is:** Support Sponsor

**Description:** SOUPport Our Shelters is an annual soup-lunch fundraiser for the Lewiston-Clarkston YWCA. For months ahead of time, volunteers comprised of high school and college students and various other groups spend paint and prepare ceramic bowls. This ensures attendees receive a delicious lunch and a unique token of appreciation for supporting this wonderful cause. KVTV joined up with the YWCA and local police and fire departments to prepare the soups for donors, along with a custom painted bowl. All proceeds go to the YWCA to continue providing shelter, food, and counseling to women in crisis.

**On-air support prior to the event:** 15 minutes during the week leading up to the event.

**On-air support during/after event:** KVTV did 2-hour a live remote broadcast.

**Online Support:** 2 posts on Facebook.

**Total staff hours contributed:** 6 hours.

**Event results:** Lines were out the door and many to-go orders were delivered to local businesses, as hungry community members eagerly awaited a chance to taste fill their bellies with warm soup and hearts with the joy of giving. Local volunteers, who had been working for a year on the unique, hand-painted bowls, helped the YWCA meet its goal of raising \$20,000. This is the YWCA's largest annual fundraiser, and those dollars helped to serve about 70 women and children in crisis in our community. In the 11 years since the YWCA and KVTV have been involved in this fundraiser, an

estimated \$154,000 has been raised to help more than 20,000 people in times of crisis.

### Art Under the Elms

**Event Name/Date(s):** Art Under the Elms (April 24-26)  
**Benefiting Group:** Lewis-Clark State College Continuing Education; Community Education & Personal Enrichment Courses & Workshops; Road Scholar; Traveling Adult Education Program; Silverthorne Artist's Series; Performing Cultural Arts; The Dogwood Festival of the Lewis-Clark Valley; Dogwood Show & Shine; the Idaho Food Bank

**The Station is:** Support Sponsor

**Description:** Art Under the Elms began in 1984 as a celebration of the arts in north-central Idaho, and has become one of the largest annual, outdoor festivals in the state. This three-day art festival features more than 100 of the region's finest artists, along with the best and brightest regional musicians and entertainers on two stages. More than just a community festival, AUE is also the major fundraiser for Continuing Education & Community Events program at Lewis Clark State College. The event also includes a variety of activities for children and families, as well as an international food court with flavors from around the world. AUE is the signature event of the annual Dogwood Festival of the Lewis Clark Valley. In 2015, AUE needed help to promote the festival. KVTY responded by incorporating event promotions into a wide variety of the stations' programming.

**On-air support prior to the event:** KVTY made live announcements for three weeks leading up to the event, totaling 44 minutes, and broadcast three live interviews on our morning show with organizers Angie Weiland, Amanda Gill, and Debbie Fitzgerald. KVTY also gave away passes to the event, which were donated by the festival.

**On-air support during/after event:** KVTY broadcasted live from the event for 2 hours.

**Online Support:** 6 posts on Facebook.

**Total staff hours contributed:** 8 hours.

**Event results:** Thousands of visitors from the surrounding region attended the event, which features more than 100 vendors and artists. KVTY has been a staunch supporter of AUE since its inception 21 years ago, and in that time more than 110,000 people and 1,100 vendors have joined in the rollicking good time.

### Jog for the Jugs

**Event Name/Date(s):** Jog for the Jugs (May 9)  
**Benefiting Group:** Gina Quesenberry Foundation

**The Station is:** Support Sponsor

**Description:** The 'Jog for the Jugs' is one of four signature annual fundraisers for the Gina Quesenberry Foundation, a local organization, which supports women with breast cancer. This year, in order to appeal to more than walkers and runners, local businesses pitched in to offer free massages, chiropractic evaluations, food, mimosas, and a photo booth to make the event even

more interactive and showcase the overwhelming power of a community united for an important cause.

**On-air support prior to the event:** On air mentions in the two weeks prior to the event.

**On-air support during/after event:** KVTY broadcasted live from the event for 1 hour.

**Online Support:** 5 posts on Facebook.

**Total staff hours contributed:** 3 hours.

**Event results:** The Gina Quesenberry Foundation helps our friends, family, and neighbors embroiled in the fight for life against breast cancer. The foundation provides transportation to regional treatment centers for those in need who have difficulties in reaching facilities outside of their neighborhood. The foundation also provides meals for hundreds of family members who act as caretakers for their loved ones. KVTY is proud to offer its support during the Jog for the Jugs each year to help the Gina Quesenberry Foundation raise awareness and funds for local families in need.

### The 4 Hour Food Drive

**Event Name/Date(s):** The 4 Hour Food Drive (June 13)

**Benefiting Group:** Idaho Food Bank

**The Station is:** Primary Organizer

**Description:** Our promotions department pulled together four local non-profit organizations to compete against each other and see who could collect the most food donations for the Idaho Food Bank. The winning organization received an advertising package for their organization, and each received a live broadcast from an event.

**On-air support prior to the event:** Each nonprofit was supported with all-day Live reads and commercials for the month leading up to the event, as well as live interviews on the morning show with their representatives.

**On-air support during/after event:** KVTY broadcasted live from the event for 2 hours.

**Online Support:** 6 posts on Facebook.

**Total staff hours contributed:** 7 hours.

**Event results:** KVTY is so proud to be an integral part of a community that cares about its neighbors. In just four hours, local residents donated more than 518 pounds of canned food, 520 food items, 17 toiletry products, and money to the St. Vincent de Paul Food Bank and the Idaho Food Bank. Dozens of families will be impacted by the food drive, which is in its second year. The drive has resulted in a cumulative estimate of 1,200 pounds of food and nearly 600 food items donated over eight hours in 2014 and 2015.

### Sweet Spot River Shot

**Event Name/Date(s):** Sweet Spot River Shot (June 23-July 28)

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

**The Station is:** Primary Organizer

**Description:** This is an annual event that runs over six sunny summer weeks, with great food, healthy

competition, golf, prizes, and fun, all in the name of charity! Community members are invited to join us every Tuesday at Roosters Waterfront Restaurant for half-off appetizers, games, and drawings, as well as a free swing at a golf ball to try to hit an inner tube floating in the river. Finalists from each week compete for a chance of the grand prize for \$10,000 to Dave's Golf and Gun Shop. Participants can purchase up to six extra balls to hit, with all proceeds going to CASA.

**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:** KVTY hosted a 2-hour live broadcast each week, for 6 hours total of live on-location broadcasts.

**Online Support:** 36 Facebook posts, including information about non-profits that benefitted from the event, and pictures.

**Total staff hours contributed:** 100 hours.

**Event results:** This is an ongoing event, with the number of participants increasing every week! By the end of the promotion, CASA raised more than \$1,400 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. This was especially important, as the organization handled more than 1,000 cases over six counties, in spite of major funding cutbacks in 2015. The event has raised more than \$5,000 to help local children since its inception five years ago.

## Community Spirit Fireworks

**Name of the Event:** Community Spirit Fireworks Show (July 4)

**Benefiting Group:** Red Cross of Greater Idaho

**The Station is:** Support Sponsor

**Description:** Thirty years ago, a nonprofit organization formed by employees of KVTY and sister stations KMOK-FM and KRLC-AM began the Community Spirit Fireworks Show. Now, the Independence Day Celebration at Adams Field at Clarkston (Wash.) High School is still a picture-perfect tribute to the United States of America. The evening's festivities included a showcase of the best and brightest local country music talent, a sparkling performance by The Working Poor, and the biggest, loudest, and the 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. On-air promotion totaled more than 15 hours.

**On-air support during/after event:** KVTY hosted a trumbo-cast with its sister stations for 2 hours spreading the excitement of the live event throughout the Lewis Clark Valley.

**Online Support:** 8 posts on Facebook.

**Total staff hours contributed:** 40 hours.

**Event results:** More than 6,000 people spread their blankets and pulled up their lawn chairs to celebrate Independence Day with us! The generosity of attendees 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 as a result of this event.

## National Night Out Against Crime

**Event Name/Date(s):** National Night Out Against Crime (Aug. 4)

**Benefiting Group:** Local law enforcement agencies, surrounding community

**The Station is:** Support Sponsor

**Description:** Since 1984, National Night Out Against Crime has been an important event in the continued effort to engender community involvement in crime prevention, promoting neighborhood camaraderie, community/police partnerships, and to send a message to criminals that neighborhoods are organized and prepared to fight back. All forms of law enforcement, local businesses, clubs, organizations, and churches come together during National Night Out to enjoy a free evening of fun and information to promote public safety. With free food, giveaways, prize drawings, live music, and even appearance by local helicopter rescue service Life Flight, this truly was the perfect summer celebration for all ages.

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

**On-air support during/after event:** KVTY hosted a 2-hour on location live broadcast, as well as assisting in the organization of the stage/entertainment, event set up, and emceeing.

**Online Support:** 8 posts on Facebook.

**Total staff hours contributed:** 26 hours.

**Event results:** As citizens across the nation question the actions of law enforcement, we're working to ensure that residents in our community know that they can depend on local emergency service providers. Hundreds of people in our community took a stand against crime and supported our first responders, with residents young and old alike coming to Beachview Park to enjoy live music, explore emergency vehicles from every agency, observe a live helicopter landing, and play games, with many food and informational booths rounding out the event. A portion of funds raised by vendors will return to the participating organizations to ensure the event's continued success.

## Lewis Clark State College Welcome Fair

**Event Name/Date(s):** Lewis Clark State College Welcome Fair (August 25)

**Benefiting Group:** Lewis Clark State College (LCSC)

**The Station is:** Support Sponsor

**Description:** KVTY is dedicated to ensuring that all of our local schools continue to succeed. So when student organizers needed more promotion for their welcome fair, KVTY was more than happy to answer the call. We connected with LCSC's Student Activities and Student Government to welcome students to a new school year, and to update the community about the

happenings on campus. More than 30 local businesses and organizations came to the outdoor event to share information on available services, products, and activities. KVTY helped with prize drawings and emceed the festivities.

**On-air support prior to the event:** There were live on-air mentions for the two weeks leading up to the event. On-air support during/after event: KVTY hosted a 2-hour live on location broadcast. The team stayed until the end of the Welcome Fair to help with emceeing, prize drawings, and clean up.

**Online Support:** 4 posts on Facebook

**Total staff hours contributed:** 7 hours.

**Event results:** This event is a perfect opportunity to connect face-to-face with listeners and win them over the best way KVTY knows how: prizes! Hundreds of students, new and returning, received free gifts, chances at big prizes, and tons of information about the services, products, clubs, and people available to help make their year a screaming success.

### **Tough Enough to Wear Pink**

**Event Name/Date(s):** Tough Enough to Wear Pink remotes (Sept. 4 & 5)

**Benefiting Group:** Gina Quesenberry Foundation

**The Station is:** Support Sponsor

**Description:** The Gina Quesenberry Foundation and the Tough Enough to Wear Pink committee aim to raise awareness of individuals and their families fighting against breast cancer in the Lewis Clark Valley. Tough Enough to Wear Pink Night is an annual fixture at the Lewiston Round-Up, and the sales of corresponding apparel support the Gina Quesenberry Foundation. On Sept. 4, the KVTY team broadcasted live from the "Pink Barn," and on Sept. 5, KVTY joined Potlatch Number 1 Federal Credit Union in selling "Tough Enough to Wear Pink" apparel during a live broadcast.

On-air support prior to the event: Live on-air mentions during all day parts for the week leading up to both events. Natalie Elliot, coordinator for the local Tough Enough to Wear Pink chapter, was also a morning show guest on Aug. 25.

**On-air support during/after event:** KVTY hosted two 2-hour live broadcasts.

**Online Support:** 8 posts on Facebook.

**Total staff hours contributed:** 14 hours.

**Event results:** KVTY staff was honored to assist the Gina Quesenberry Foundation and the Tough Enough to Wear Pink committee by volunteering hours and hosting live broadcasts as volunteers raised funds through apparel sales, and to spread general community awareness of the services available to local breast cancer patients and their families. The 2015 fundraising effort and Tough Enough to Wear Pink sales brought in more than \$20,000 for the local foundation. Since the event began, more than \$100,000 has been raised through this local event and campaign to provide support services for women battling breast cancer in our community.

### **Northwest Children's Home Employee Appreciation**

**Event Name/Date(s):** Northwest Children's Home Employee Appreciation (Sept. 10)

**Benefiting Group:** Employees of Northwest Children's Home

**The Station is:** Support Sponsor

**Description:** The Northwest Children's Home provides immeasurable services and support for at-risk kids of all ages through housing, counseling, schooling, and simply teaching kids the skills they need to thrive as they venture out into the world. This requires tireless, 24-hour a day work and support from dedicated staff, many of whom have been with this organization for 10, 20, 30, even 40 years, driven by their passion for children. At the request of their administration, KVTY delivers free Pepsi products to their living and school campuses as a treat for the employees and to speak with them live on air to recognize and advertise their incredible work.

**On-air support prior to the event:** Live on-air mentions the morning of the live broadcast.

**On-air support during/after event:** KVTY hosted a 2-hour live broadcast

**Online Support:** 1 post on Facebook.

**Total staff hours contributed:** 6 hours.

**Event results:** It's vital to highlight the heroes in our community, and at KVTY, we are overjoyed at any opportunity to do so. The Northwest Children's Home does so much for at-risk kids of all ages, and we're honored to treat them to anything we can and share the wonderful work they do for our community.

### **KVTY Karaoke Contest**

**Event Name/Date(s):** KVTY Karaoke Contest at the Nez Perce County Fair (Sept. 26)

**Benefiting Group:** Nez Perce County Fair and general community

**The Station is:** Primary Organizer

**Description:** Continuing a 16-year tradition, KVTY hosted our annual karaoke contest at the Nez Perce County Fair. KVTY was present for the duration of the fair weekend. The county fair is our best opportunity for making a face-to-face connection with the people who make our job so rewarding. The karaoke contest also hosted local celebrity judges and featured prizes.

**On-air support prior to the event:** 62 minutes of on air mentions and live reads.

**On-air support during/after event:** KVTY hosted a 2-hour live broadcast leading up to the start of the show.

**Online Support:** 9 posts on Facebook.

**Total staff hours contributed:** 52 hours.

**Event results:** From a 6-year-old to a 66-years-young singer, 24 contestants took the stage to sing their hearts out, and more than 400 people showed up to cheer on the performers. Participants sang every style of music while being judged on vocal ability, performance, and audience engagement. This is the always the best attended non-agricultural event, and it is eagerly anticipated by spectators and participants alike.

## Holiday Heroes Food Drive

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

**Benefiting Group:** Idaho Food Bank

**The Station is:** Support Sponsor

**Description:** No one should go hungry, and it is all of our responsibility to make sure everyone has the sustenance they need. KVTY teams with our sister stations and Rosauers Grocery to fill bags with staple foods. KVTY invested a full day at Rosauers to create a fun and energetic atmosphere, encouraging customers to add the cost of one or more bags to their purchase total in order to help fight hunger in our area. After the fundraiser, team members pass out bags of food and turkeys to those in need.

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

**On-air support during/after event:** KVTY hosted a 2-hour live broadcast

**Online Support:** 5 posts on Facebook.

**Total staff hours contributed:** 26 hours.

**Event results:** The atmosphere was electric, with more than 40 volunteers at once crowding the local grocery store on a Saturday morning. Volunteers bagged groceries, greeted shoppers, and most of all, encouraged donations of \$20 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 with turkeys donated from other local businesses. In the six years since its inception, the food drive has resulted in more than 1,250 families guaranteed a holiday meal.

# KVTV

## Other Community Service Efforts

Along with Program Director, Kass Wilponen, KVTV has six part-time broadcasters, for a total of seven employees keeping our region informed and entertained. Below are some highlights of their community service efforts in 2015:

### The Lewis Clark State College BSO Color Run (April 11)

This is the second annual run is one of many events during Lewis Clark State College's annual Dogwood Festival, and all proceeds support student scholarships and future events held by the LCSC's Business Student Organization and Kinesiology Club. KVTV was happy to provide support and music and assist in making announcements.

Staff appearances (non-paid): David Warren and Morgan Carson

Station employee volunteer work: Music, emcee work  
Total number of hour contributed to cause: 5 hours.

### Asotin Rodeo and Fair Parade (April 18)

The Asotin County Fair, rodeo, and parade is an annual celebration of pride in our tight-knit community, and, in April, the earliest county fair in the state of Washington. KVTV was invited to join in the parade celebration.

Staff appearances (non-paid): Savanna Hust and Tiffani Fleshman

Station employee volunteer work: Drove in the parade and visited with residents

Total number of hour contributed to cause: 5 hours.

### Twin County United Way Day of Caring (May 8)

The KVTV team grabbed garden gloves and yard tools and spent the morning playing in the dirt, beautifying the community and assisting in much needed repairs. The annual Day of Caring focuses on nonprofits, aging populations, schools, residents with limited mobility, and more for improvement projects. Local businesses send employees to work for the morning helping to take care of much-needed chores and tasks. KVTV also provided Pepsi products for the 250 volunteers during lunch, held after the work was done.

Staff appearances (non-paid): Kass Wilponen, Carie Lynn McKenna, Nick Freitas

Station employee volunteer work: Loaded and delivered Pepsi Products for 250 volunteers. Performed a variety of yard work duties.

Total number of hour contributed to cause: 11 hours.

Gina Quesenberry Foundation's Jog for the Jugs (May 9)

The annual fun-run raises money for the Gina Quesenberry Foundation, a local organization, that

helps families dealing with the drastic effects of breast cancer. In the past five years, this foundation has dispensed more than \$200,000 to community members dealing with this devastating illness.

Staff appearances (non-paid): Kass Wilponen and Savanna Hust

Station employee volunteer work: KVTV provided support through providing music and a PA system for announcements, as well as helping direct people in signing up for the event. KVTV shared on-air mentions and 3 Facebook posts in the month preceding the event. Total number of hour contributed to cause: 6 hours.

### Lewiston High School and Lewiston Police Department Hot Dog Feed (June 8)

The Lewiston Police Department hosted a hot dog feed for the sophomores and juniors who were left at Lewiston High School during the week after the seniors were done. This is a fantastic relationship-building event between Lewiston Police Department and teens.

Staff appearances (non-paid): Kass Wilponen and Nick Freitas

Station employee volunteer work: KVTV hosted the station van at the event, hung out with the students, and provided music.

Total number of hour contributed to cause: 4 hours.

### Twin County United Way-Grape Harvest (Oct. 10)

The Twin County United Way assisted in harvesting grapes as a volunteer project for a local winery, as well as a fundraiser for the Twin County United Way's 2015-2016 annual campaign. Kass Wilponen volunteered her time to assist the Twin County United Way in the grape harvest fundraiser.

Total number of hour contributed to cause: 5 hours.

## Ongoing Events

### Lewis Clark Animal Shelter Volunteering

KVTV air staff Savanna Hust contributes 3-4 hours every week to walk and socialize the dogs housed at the shelter.

Station employee volunteer hours contributed to cause: 182 hours in 2015.

### Reading Radio

KVTV loves to promote education and reading in fun, unique ways. That's why KVTV started Reading Radio in 2014, and continued the project in 2015. Reading Radio videos are full production pieces of popular children's stories, and the videos are available to anyone on the

station's YouTube channel. KVTY staff create and upload a new round of books each month. The links to the videos are sent to local school districts, where teachers can use them in their classrooms and share with students and families to promote and engender a love for independent reading.

Total number of hours contributed to cause: 180 hours.

### **Gina Quesenberry Foundation**

KVTY Program Director Kass Wilponen is a board member and event committee organizer for the foundation, which provides financial help for local families who are dealing with breast cancer. Kass also volunteered for the Pink Ribbon Luncheon, an annual event during which speakers share their personal and

medical stories about breast cancer, while experts discuss detection and prevention. All proceeds from the lunch and accompanying raffle go to the Gina Quesenberry Foundation.

Total number of hour contributed to cause: 36 hours.

### **Lewiston Civic Theatre**

The Lewiston Civic Theatre provides culture, entertainment, and performance opportunities for our entire community. It supports itself through tickets sales, donations, and fundraising events. KVTY Program Director Kass Wilponen volunteered time and assisted the Lewiston Civic Theatre with set building, painting, ushering, and other activities.

Total number of hour contributed to cause: 58 hours.

## **Community Partnership Grants**

KVTY also supports nonprofits with our Community Partnership Grants program. KVTY provided selected organizations with marketing training and air time. Every month, at least 50 minutes of our commercial rotation is dedicated to our community through Radio Advertising Grants. The organizations KVTY partnered with in 2015 are listed below.

- **Migrant Students Association – Cesar Chavez Blood Drive Challenge:** This national blood drive started right here in the Lewis Clark Valley, and now serves as a reminder of the impact of Cesar Chavez, as well the importance of a maintaining a robust array of blood donors. The Chavez Challenge now has hundreds of universities and colleges participating across the nation.
- **Lewis Clark Special Olympics – Auction and Raffle Fundraiser:** This is the largest annual fundraiser for the local Special Olympics team.
- **Lewis Clark State College Alumni Association – Family Weekend:** Every April, the LCSC Alumni Association invites students' families to visit for a weekend. In an effort to enhance community for students and parents alike, the organization was awarded a grant.
- **Abuzz Theatre Group – American Oldies performance:** The Abuzz Theatre Group promoted its performance of American Oldies in an effort to raise funds and create public awareness for the newest theatre group in the Valley.
- **Nez Perce County Sherriff's Department – Waha Cleanup Project:** In our corner of north-central Idaho, the majesty of nature is ever-present. We want to ensure it's still pristine for future generations, so we volunteer to cleanup Waha Lake, a popular spot that has born the brunt of much litter and disregard for our majestic surroundings. KRLC made sure listeners were aware of when this cleanup project would take place, so they could help make the shores of this beautiful lake sparkle like the sun off its placid waters.
- **Lewiston Library Foundation – Off the Wall:** The Library Foundation found a unique fundraiser in selling odd and unusual items, which were both donated and found in its inventory. The first event raised more than \$7,000, and we already cannot wait for its return next year!
- **Nimiipuu Health – Health Fair 2015:** Every October, Nimiipuu Health hosts a fair to help local Native people get acquainted with the variety of health services offered in the region.
- **Clarkston People First Organization – Rock-N-Bowl:** In October, Clarkston People First host its annual Rock-N-Bowl fundraiser at the local bowling alley. This year, the theme took a spooky turn as Trick-N-Bowl, as the event was hosted on Halloween night.
- **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 community holiday meal the second Saturday of every December.
- **Northwest Children's Home – Red Stocking Fundraiser:** Local retailers and restaurants team up every December to raise funds for this local organization, which provides a home for children waiting placement with a loving foster family. The local merchants solicit donations from patrons, which provides money for purchasing holiday gifts for the children.
- **City of Asotin Chamber of Commerce – Christmas Parade:** The lighted Christmas parade is a tradition in Asotin, Wash., and is always held the second weekend of December, lighting up the darkest time of year.