



KVTV

CRYSTAL RADIO AWARDS
presentation

*a snapshot of our
community efforts in*

2014

KVTV

SECTION ONE
Word Count: 194

We take our mission of serving the community and its needs seriously—especially when those needs are deadly, difficult, and close to home. Nez Perce County, where KVTV is located, has the second highest suicide rate in Idaho, and Idaho is consistently in the top 10 percentile for suicides nation-wide.

It would be easy to ignore this tragic issue. After all, there are no words to describe the unspeakable pain and destruction that can stem from depression and suicide, but we don't believe in taking the easy way out. At KVTV, we shed a light on suicide. When it touched several local families, we responded with education and awareness campaigns. We talked about the needs in the community, and let our listeners know that we lack even a single inpatient psychiatric facility in our state.

In the face of such tragedies and hardship, we do our part by keeping people entertained during their busy days, but that is not enough. We strive to be leaders in addressing crises such as this. That is our mission at KVTV, to be a catalyst for the betterment of our community, and we fulfill it every day.



KVTV

'Coffee Talk' with Klassy Kass and Chris

Every weekday morning, Klassy Kass and Chris host 'Coffee Talk' on Y-105. Throughout the year, Kass and Dave welcome guests to the studio to share the spotlight and promote their events and causes. Some of those in-studio interviews in 2014 included:

A limited list of 2014's in-studio Morning Show guests include:

John Blankenship, Owner, H & R Block (Jan. 15): Local business owner and Certified Public Accountant John Blankenship helped KVTV listeners understand the importance of utilizing certified, professional help when it comes to income tax preparation.

Tony Mastroberardino, Inland Cellular (Feb. 13): Tony is a local businessman who joins us regularly to share cell phone tips and facts.

Chad Bramlet, local musician (Feb. 6): Chad is a Lewiston native who celebrated the release of his first album and his hard-won battle over alcohol and drug abuse with a big party. Chad's album takes listeners on a journey of loss, self-discovery and salvation.

Matt Lieberman, Music Director, Jennifer Junior High (March 6): KVTV Program Director Klassy Kass visited Matt and his Jazz Band kids at the school. The students shared their hopes of getting new instruments and a chance to go to the Silverwood Music Festival through their Dessert Auction Fundraiser.

Jeff Jensen, Clearwater Pipes and Drums (March 11): Jeff demonstrated his skills in Scottish fashion, wearing a full kilt while puffing and playing his bagpipes live on air to promote the 9th annual Celtic Dance Celebration.

Sean Lunsford, Director, American Red Cross of Greater Idaho (March 27): Sean promoted the annual Dine for Disaster fundraiser. On one day every March, several restaurants in the Valley donate a percentage of the day's proceeds to the Red Cross.

Shelly Meisner, YWCA coordinator (April 4): Shelly makes annual visits to our show to share statistics, needs, upcoming events and information to help victims of sexual assault as part of Sexual Assault Awareness Month.

Sara Kern and Thea Skaliky, Clinical Supervisor and Program Director at Quality Behavioral Health (April 18): Sara and Thea discussed QBH's role in Sexual Assault Awareness month. QBH partners with YWCA to provide support on the Clarkston, Wash., side of the river, while the YWCA covers the Lewiston, Idaho, side. In addition to sharing information on the startlingly high numbers of people in our area affected by sexual assault, they discussed where to find help.

Northwest Children's Home Week (April 21-25) guests: Erikka Allen, Director of Development; Scott Mosher, Clinical Director; Bruce Grimoldby, Director of Education; Kenny Robertson, Recreation Staff; Al Halsey, Staff Training Manager: The NCH staff has a combined 100 years of experience in protecting, teaching, and helping at-risk kids from all over our region. With a

residential campus serving 80 kids and an educational center for local residents and children living at home. The center's teachers, counselors, and dedicated staff continue a long tradition of providing a safe and nurturing environment. Y-105 partnered with NCH for a full week to focus on Child Abuse Awareness Month. Every day, we visited with different staff members to hear their stories of hope and victory. We also played liners every day, sharing stories from a dozen different NCH youth residents.

Judy Rooney, Executive Director for Willow Center for Grieving Children (April 28): In response to a suicide at a local junior high school, we asked Judy to come to speak to adults about addressing the situation and helping children deal with grief. Along with helpful tips, Judy shared information on free services available to children ages 6-17 and their caregivers.

McSorely Student Council Members (12 kids) (April 29): The McSorely Student Council has organized a full month of Autism Awareness assemblies and activities for the past two years, including the 'Walk in My Shoes' awareness walk. This year, the kids expanded the event to Diversity Awareness. Two students joined us to talk about the importance of sharing awareness and supporting classmates who struggle with a variety of challenges. This year, they gave proceeds from their walk and T-shirt sale to local chapter of the Special Olympics. All the kids shared facts and thoughts about disabilities, which were made into liners that aired daily the week prior to the walk.

Thea Skalicky, Program Manager and Clinical Supervisor at Quality Behavioral Health (May 1): Thea shared many little-known facts about mental health as we kicked off Mental Health Awareness Month. She also discussed an upcoming Mental Health First Aid clinic, which teaches people to respond to psychological issues and emergencies.

Steve Button, Lewiston School District social worker (May 28): In response

to recent losses in our Valley due to suicide, Steve joined us to share the importance of discussing this difficult topic and shared tips on how to respond.

Lewiston Girls All Star 12-U Little League team (July 10): This team, made up of the 13 best U-12 girls from Lewiston's Little League, promoted the fundraisers they are holding to help pay their way to San Bernadino, Calif., for the softball All West Regionals.

Mike Tatko, Regional Business Manager, Avista Utilities, and Jennifer Dejean, Business and Entrepreneurship Program Coordinator, Walla Walla Community College (July 15): Mike discussed Avista's entrepreneurship program, which was launched through WWCC, with Jennifer's help. Their hope is to promote a stronger and longer-lasting economy by supporting entrepreneurs who have the ideas and desire to pursue business ownership.

Toni Hayes, local resident heading an effort for victims of the wildfires in Washington state (July 22): The town of Brewster, in central Washington, was devastated by wildfires this summer. Toni and her friend know people in Brewster, where more than 100 residents were displaced by the fires and were living in tents outside the danger zone. Toni and her group collected food, water, toys, clothing, and diapers, which were loaded up and distributed the next weekend.

Tristan Beaudoin, coordinator/originator of Curing Wendigo group (Aug. 7): Tristan's non-profit group, Curing Wendigo, is a charitable foundation that endeavors to cure wendigo – a Native American term for "greed" – by donating to philanthropic causes worldwide. Tristan was promoting his upcoming Concert for Compassion, during which all proceeds benefited the charity Water, Planting Peace, and Action Against Hunger!

Craig Dai, Austin Hagel, and Jeffery Van Blaricum, band members of Boneye (Aug. 8): The guys called in to talk about their upcoming concert. The

Clearwater Rock Festival, which was part of the Asotin Days weekend.

Megan Grubb, originator/coordinator of the Princess Project (Aug. 22): The Princess Project which accepts like-new gowns, money to purchase new ones, and donations from local businesses for makeup, hair styling, and more for girls to attend high school dances. Megan shared her message that every girl should get to feel like a princess, and promoted her upcoming dress drive.

Marlene Schafer, local Boy Scouts Unit Service Executive (Aug. 26): Marlene enticed current and potential Boy Scouts to come to a Scouts Day for information, games, demonstrations, and food, to encourage more boys to participate in scouting.

John Morbeck, Clarkston Police and Special Resource Officer (Aug. 28): John stressed the importance of remembering that school is back in session and school speed zones are back in effect. He encouraged drivers to be extra careful and mindful of kids.

Brenda Croy, Literacy Council Coordinator (Sept. 8): Brenda joined us for an hour to let adults in our community know of free services for those who struggle with literacy. Volunteers provide one-on-one tutoring in math, writing, reading and other language skills, using materials matched to each learner's level, helping students to become more informed and productive members of the community.

Eric Kjorness, Lewiston Police Department (Nov. 13): Eric's focus is on Internet safety. He joined us to share tips on how to safeguard children and adults while on the Internet. With the rise of cyber-bullying and predators using social media, Eric was full of useful information.

Cari Miller, Idaho Food Bank (Nov. 20): Cari discussed the extreme need for turkeys this holiday season. The Idaho Food Bank supplies food for more than 20 food pantries and soup kitchens in our area, and has seen a rise in families in need of their services. The

Idaho Food Bank teamed up with our local Les Schwab Tires for turkey donation collection.

Dr. Dennis Woody, Clinical Director for Optum Idaho and a neuropsychologist (Dec. 3): Dr. Woody talked about common “side effects” of the holiday season, including heightened levels of depression, anxiety and stress, and how to avoid them in order to have a healthier and happier holiday season.

Russ Craber, owner of RussFit (Dec. 8): We invited Russ to share his fun and unique exercise plan, which was specifically designed to help get you through a busy and heavy-eating holiday season.

Fran Hendrick, professional clinical counselor and the creator of online course “Raising Joyful Rebels — A Mom’s Guide” (Dec. 9): Fran developed a course specifically to help parents

navigate the murky waters of teenhood – specifically for girls who deal with bullying, peer pressure, self-injury and depression.

Cari Miller, Director, Idaho Food Bank (Dec. 18): Cari urged listeners to help with our Holiday Heroes food drive. While shopping at Rosauers, a local grocery store, people were able to purchase a bag of food to feed a family of four over the holidays.

News

In 2014, KVTY’s local news team broadcast five newscasts per day, 90 seconds each. Every newscast offered relevant local news, including weather, school closures, traffic, road conditions and touched on other regional topics. With more than 27 years of reporting experience in the Lewis Clark Valley, News Director John Thomas has the experience and local knowledge to keep residents informed about the events they find most important.

Weather

Y-105 provided listeners with local weather updates 18 times a day, every day, for 30 seconds at a time, ensuring our listeners knew whether to pack an umbrella or wear a sundress – and sometimes both.

Local Sports

We take pride in providing a quality of coverage that can’t be matched anywhere else. Inland Northwest Sports focuses on local athletics by seeking out upcoming sporting events, rankings, registration deadlines and great sports stories from area high schools, junior highs, Little League, Valley Boys & Girls Club, American Legion Baseball, the Lewis Clark Amateur Hockey Association, and others. The station broadcasts sports once an hour during the morning show weekday mornings, for four minutes per week.

Warrior Wednesday

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

Special Features:

NAIA Updates

The NAIA World Series is an important event in Lewiston and surrounding areas. Not only is baseball a huge sport in our community – the tournament, which brings in teams, coaches and families from across the region, also

provides a greatly anticipated economic boost to local merchants. During the week of the tournament, KVTY provides updates about which teams are progressing, injury updates and scores five times per day for 90 seconds per segment. Brooke Cushman, Associate Athletic Director & Tournament Director of the Avista NAIA World Series, joined KVTY live to share the schedule and details of the weekend.

Lewiston High School Safe and Sober Graduation Party

KVTY spent all of February fundraising for the Lewiston High School Safe and Sober Graduation party. The committee put together a fundraiser with the support of local businesses and community members. KVTY hosted a prize drawing live on the ‘Coffee Talk’ morning show every weekday in February, and promoted the fundraiser in other day parts. All proceeds went directly to purchasing prizes for the Safe and Sober ‘Casino Night’ for the high school.

Twin County United Way Radio-A-Thon

Every day the week of Sept. 8, KVTY invited members of the Twin County United Way board, as well as representatives from benefiting organizations, onto the morning show to talk about the huge impact that TCUW has on our Valley. TCUW benefits every age and social class in very positive ways. Guests included representatives from the Lewiston Library, Idaho Food Bank, Homes of Hope, Asotin County Aquatic Center, and Community Action Partnership.

School Matters

The KVTY audience includes many busy parents with children in school. One new feature KVTY introduced in 2014 was ‘School Matters’, an in-house written and produced feature that highlights events happening in local schools that aren’t typically covered by other media outlets. Everything from FFA news to DECA fundraisers was covered. School Matters was featured on KVTY for 6 minutes per day, every day of the week.

Public Service Announcements

In 2014, KVTY broadcasters aired a total of 4,431 minutes of public service announcements. Of those, 948 were paid and 3,483 were unpaid.

KVTTY

God is Bigger, a Ride for Kathleen

Event Name/Date(s): God is Bigger, a Ride for Kathleen (Feb. 22)

Benefiting Group: The Mastroberardino family

The Station is: Support Sponsor

Description: A local family, well-known for their support of the Twin County United Way, Boys and Girls Club, coaches in local youth athletics and teachers in both marriage and financial classes, was rocked this year when wife and mom Kathleen was diagnosed with stage three, inoperable breast cancer. We have the privilege of responding to families embroiled in personal storms, and we take pride in helping people and businesses unite for emotional and financial support. One of the events we helped promote was 'God is Bigger, a ride for Kathleen,' a 5-hour-long spinning class which was organized by a local gym. KVTY shared this event on-air and through social media to generate as many attendees as possible. We also made a live broadcast during the event to continue to spread the word during the 5-hour ride, and Kass Wilponen, KVTY Program Director, was one of many who climbed aboard a bike in the ride for Kathleen.

On-air support prior to the event: More than 60 minutes in the month leading up to the event.

On-air support during/after event: 1.5 hours on location and live on air.

Online Support: 5 Facebook posts and links.

Total staff hours contributed: 4.5 hours

Event results: Total numbers were not released by the family, but it is estimated that tens of thousands of dollars was raised to help this woman and beloved local family in a time of crisis.

'SOUPport Our Shelters'

Event Name/Date(s): 'SOUPport Our Shelters' (Feb. 29)

Benefiting Group: Lewiston YWCA

The Station is: Support Sponsor

Description: 'SOUPport Our Shelters' is an annual

fundraiser for the Lewiston-Clarkston YWCA, during which volunteers made up of high school and college students and various local groups spend months painting and preparing ceramic bowls, ensuring attendees receive not only a great lunch, but also a great token of appreciation for supporting this wonderful cause. KVTY helped by painting the custom-made bowls. Then, the YWCA and local police and fire departments filled the bowls with homemade soups. All proceeds go to the YWCA to continue to provide 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: 2 hours of live coverage from the event.

Online Support: 2 Facebook posts

Total staff hours contributed: 6 hours

Event results: Lines were out the door as hungry community members waited for a chance to taste homemade soups and make a difference. Local volunteers, who have been working for a year on the beautiful, unique bowls, helped the YWCA meet their goal of raising \$20,000. In the 10 years since the YWCA and KVTY have been involved in this fundraiser, an estimated \$134,000 has been raised to help our local women's shelter.

Annual MS Walk

Event Name/Date(s): Annual MS Walk (April 5)

Benefiting Group: National MS Society – Greater Northwest Chapter

The Station is: Support Sponsor

Description: People with MS lose connections. That's why KVTY participates in the MS Walk. This greatly anticipated annual event connects people living with MS and those who care about them. It is an experience unlike any other – a day to unite and celebrate medical progress, personal breakthroughs and the power of friendship and

support. Nearly 1,500 people in our region live with MS, and the MS Walk and fundraiser help give them hope and form a supportive community.

On-air support prior to the event: Discussed the event daily for two weeks leading up to the event.

On-air support during/after event: Staff attended the event to emcee, make announcements, and to lead stretches.

Online Support: 3 Facebook posts.

Total staff hours contributed: 5 hours.

Event results: As usual, our community turned out. We raised \$19,090, which will go toward supporting life-changing programs and cutting-edge research on MS. In the last 15 years, more than \$312,000 has been raised in our Valley alone.

Save Our Rink

Event Name/Date(s): LC Ice Arena – Save Our Rink (April 10)

Benefiting Group: Lewis Clark Amateur Hockey Association

The Station is: Support Sponsor

Description: After a successful year of hockey in a safe, inexpensive and fun environment for all ages, the LC Ice Arena and Lewis Clark Amateur Hockey Association faced the possibility of losing their lease and their beloved programs in the process. During what would normally be the “end of the year” party for the hockey teams, they invited the entire community and the Lewiston Port Commissioners (who have control of the lease) to show support and demonstrate the community’s need for the ice rink. They offered free skating and pizza and collected letters of support.

On-air support prior to the event: The morning show followed the progress of this story through the month by updating listeners after the meeting.

On-air support during/after event: Y-105 was present during the meeting and party to help direct people to the different areas of the event and to take photo documentation.

Online Support: 5 Facebook posts regarding dates, details and calls for support.

Total staff hours contributed: 3 hours.

Event results: Over 500 community members showed up to skate, write letters of support and celebrate a year of fitness, team building, and fun!

Blitz Build

Event Name/Date(s): Shalom Project – Blitz Build (April 22)

Benefiting Group: Habitat for Humanity

The Station is: Support Sponsor

Description: This event, organized by Habitat for Humanity and a group of local churches, is a two-week build of a habitat home from start to finish. A single mom and her teen daughter were the recipients of the home, which would normally take six to nine months to build. But with the enthusiastic support of an amazing community and the timeliness of local radio, they only had to wait two weeks! Y-105 shared this event on-air, interviewing Chuck Cram, the director of Habitat for Humanity, and

shared information on Facebook to get more volunteers. Y-105 also responded with labor of our own, as six station employees volunteered to help build – including wrapping the entire house in Tyvec to aid in weatherproofing.

On-air support prior to the event: We gave on-air mentions for two weeks leading up to start of the build, in addition to a morning show guest interview with Chuck Cram, Habitat for Humanity Community Outreach Director, on April 3.

On-air support during/after event: We broadcast live for an hour from the build site, and then we put gloves on our hands to get to work.

Online Support: Leading up to the build, we posted calls for volunteer support and links to the Habitat for Humanity Facebook page. After our workday, we continued to post updated pictures, time-lapse videos and links to the website for updates on the project’s progress.

Total staff hours contributed: 26 hours.

Event results: By the end of the two weeks, 290 volunteers and \$30,000 raised by local churches contributed to the fast build of this home, and warm, secure future was procured for a single mom and her daughter.

Art Under the Elms

Event Name/Date(s): Art Under the Elms (April 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 and Idaho Food Bank

The Station is: Support Sponsor

Description: Art Under the Elms (AUE) began in 1984 as a celebration of the arts in north central Idaho and has become one of the largest outdoor festivals in the state. This three-day art festival features more than 100 of the region’s finest artists, along with local entertainers on two stages and family-friendly activities and attractions. More than just a community festival, AUE is also the major fundraiser for Continuing Education & Community Events programming at Lewis Clark State College. The event includes performances on two stages highlighting a variety of music, arts activities for children and families, and 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 2014, AUE needed help to promote the festival. KVTY responded by incorporating the event promotions into many parts of the stations’ programming.

On-air support prior to the event: Made live announcements for three weeks leading up to the event and broadcast three live interviews on our morning show with Angie Weiland (Confluence Grape and Grain), Charlene Shuping (All Breed Dog Show) and Debbie Fitzgerald (Art Under the Elms and the Dogwood Festival). Eight lucky listeners won two three-day passes to the event, which were donated by Fitzgerald.

On-air support during/after event: Y-105 broadcasted live from the event for 2 hours.

Online Support: 5 Facebook posts.

Total staff hours contributed: 8 hours.

Event results: Thousands of visitors from the surrounding regions attended the event, which has more than 50 vendors and artists. In the 20 since AUE's inception, more than 100,000 people and 1,000 vendors have participated.

Cardboard Box City

Event Name/Date(s): Cardboard Box City (May 10)

Benefiting Group: Family Promise

The Station is: Support Sponsor

Description: Imagine spending your nights with just a cardboard box between you and the harsh elements. No privacy, no kitchen, not to mention no wireless Internet. For too many families in our Valley and beyond, that is the reality. KVTY responded by supporting a faith-based mission, Family Promise of the Lewis Clark Valley, which aims to change that reality. Family Promise is a non-profit organization that partners with local agencies and faith communities to provide solutions for families in crisis, including shelters and meals. Cardboard Box City invites the community to experience the reality that other less fortunate families face – they build cardboard shelters and stay overnight, while taking pledges to raise money for Family Promise. Though fun and safe, the event takes people out of their comfort zone and puts them in a position to better understand the dire situation too many families in our community face on a daily basis. For volunteers, it is an opportunity to serve and achieve a better understanding of poverty and homelessness, while raising money for Family Promise of Lewis Clark Valley, a way-station of support and companionship for families on a journey toward self-sufficiency and independence.

On-air support prior to the event: 20 minutes live reads and on air mentions, and an in-studio interview with the director of Family Promise, Steve Thomas.

On-air support during/after event: 2 hours live remote from the location, as well as helping participants build structures.

Online Support: 4 Facebook Posts and pictures after the event.

Total staff hours contributed: 6 hours.

Results: It was a different kind of sleepover for 100 students, many local businesses and residents, who succeeded in raising more than \$10,000 to help 600 parents and kids get overnight stays in a safe, warm environment with Family Promise. Everyone left with a better understanding of the challenges facing struggling families and with hope for ending homelessness in our community. In the last six years, more than \$60,000 has been raised to support stable housing for low-income families.

Relay for Life Parking Lot Party

Event Name/Date(s): Relay for Life Parking Lot Party (May 2-3)

Benefiting Group: Relay for Life/American Cancer Society

The Station is: Primary Organizer

Description: This year, we were able to support the various

local Relay for Life teams and host one of our own. We held our first Parking Lot Party as a fundraiser for the Snake River Relay for Life. With the help of local sponsors and the entire Y-105 team, Klassy Kass stayed awake for a full 24 hours in the parking lot of Sportsman's Warehouse, broadcasting live for all 24 hours. We had a restaurant serving BBQ on site, chalk coloring, a coloring contest, live music, \$5 haircuts, Zumba classes, donuts and fire truck rides, as well as other Relay teams selling their wares, with all proceeds going to Relay for Life.

On-air support prior to the event: For the month preceding the event, we ran eight 30-second commercials and liners each day, as well as sharing the information with live reads.

On-air support during/after event: We broadcasted live for 24 hours from noon Friday to noon Saturday.

Online Support: 3 Facebook posts a week for the month preceding the event.

Total staff hours contributed: 46 hours total, including set up, on air, assisting with activities, and tear down.

Event results: This first-time event was a smashing success. Tons of people came through to find out what was going on and share their own cancer stories. Much fun was had with dance, Zumba and midnight movies, keeping energy high during this important fundraising and awareness event.

4 Hour Food Drive

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

Benefiting Group: Local food banks

The Station is: Support Sponsor

Description: Y-105 wanted to work on a food drive during a time of year when many people don't think of giving: Summer. The 4 Hour Food Drive brought together four local, non-profit organizations for an hour each on one day to raise as much food as possible. The two non-profit organizations that brought in the most received \$4,000 of radio advertising for a future event. Y-105 worked hand-in-hand with sister station KMOK-FM to organize and promote this event.

On-air support prior to the event: 80 minutes of live reads and on air mentions.

On-air support during/after event: 2 hour live remote on location, as well as assisting in food collection.

Online Support: 6 Facebook posts with tags for local non-profits and lots of pictures.

Total staff hours contributed: 40 hours.

Event results: Hundreds of people in our community took a stand against hunger. More than 800 pounds of food and 200 food items were donated, in addition to \$200 cash in just four hours at a local grocery store.

Sweet Spot River Shot

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

Benefiting Group: Second District Court Appointed Special Advocates (CASA)

The Station is: Primary Organizer

Description: There wasn't enough awareness or support for an important program in our region. That's why KVTY

came up the Sweet Spot River Shot to help. This ongoing event at Rooster's Landing lets Lewis Clark Valley residents 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 enmeshed in 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, the entirety of which goes directly to CASA. Just for swinging, golfers 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, and sign up table and running games.

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

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 weekly, including both contestants and friends and family members who join them in the fun! CASA was present at each event to sell additional balls to profit the organization and to share information and help people become involved. 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 in tricky legal situations. Since the event began three years ago, \$3,000 has been raised to help local children.

National Night Out Against Crime

Event Name/Date(s): National Night Out (Aug. 6)

Benefiting Group: Local law enforcement agencies

The Station is: Support Sponsor

Description: National Night Out is an annual event in August that 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 is designed to heighten crime and drug prevention awareness by generating support for and participation in local anti-crime programs, strengthen neighborhood spirit and police-community partnerships, and send a message to criminals that neighborhoods are organized and fighting to make their communities safe.

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

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

Online Support: 6 Facebook posts with tags for local non-profits and lots of pictures.

Total staff hours contributed: 11 hours.

Event results: Hundreds of people in our community took a stand against crime. Young and old alike came to Beachview Park to see 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.

Faith in Action

Event Name/Date(s): Faith in Action (August 2)

Benefiting Group: Interlink Volunteers

The Station is: Support Sponsor

Description: Our local volunteer organization, Interlink, needed a new wheel chair ramp, so KVTY stepped up to help. Volunteers from Fuller Center Bike Adventure built a new wheelchair ramp and refurbished another ramp at two different homes, which were funded by community donations. These two projects were part of a larger effort to complete six similar endeavors as part of the Fuller Center Bike Ride. The Ride began June 5 in Atlantic City, New Jersey, and ended Aug. 10 in Astoria, Ore. During each of the nine segments, riders give a day of service to a local community to complete building projects. This is the second consecutive year these volunteers have supported Interlink. Interlink Volunteers – Faith in Action is a local nonprofit organization, which provides volunteers to enable seniors and others to live independently in their own homes.

On-air support prior to the event: For the week leading up to the event, information about Fuller Center riders and Interlink volunteers was shared on the various day parts, as well as information regarding the Saturday projects.

On-air support during/after event: 2 hour live broadcast on location.

Online Support: 3 Facebook posts.

Total staff hours contributed: 7 hours.

Event results: They were able to raise the money needed to cover costs for the wheelchair ramp work, as well as some extra to help the Fuller Center riders as they moved on to the next town and projects.

Compassion Concert

Event Name/Date(s): Compassion Concert (Aug. 9)

Benefiting Group: Curing Wendigo

The Station is: Support Sponsor

Description: Curing Wendigo is a charitable foundation that endeavors to cure wendigo – a Native American term for "greed" – by donating to philanthropic causes worldwide. The Concert for Compassion brought together a variety of local artists and vendors, who invited the community out for a free concert in the park. All proceeds benefited Charity: Water, Planting Peace, and Action Against Hunger!

On-air support prior to the event: Tristan, the event organizer, joined the morning show live a couple of days before the event, as well as live on air mentions for three days leading up to the event.

On-air support during/after event: 2 hour live broadcast on location.

Online Support: 2 Facebook posts.

Total staff hours contributed: 5 hours.

Event results: Concert for Compassion was incredibly successful. There were eight vendors, five bands, and

more than 300 people in attendance. The event itself (not counting business sponsorships and vendor fees) raised \$1,250. Counting all sponsorships and vendor fees, the event raised an astounding \$6,400.

Lewis Clark State College Welcome Fair

Event Name/Date(s): Lewis Clark State College Welcome Fair (Aug. 25)

Benefiting Group: Lewis Clark State College (LCSC)

The Station is: Support Sponsor

Description: Several years ago, student organizers needed more promotion for the welcome fair. Continuing our symbiotic relationship, Y-105 joined up with LCSC's Student Activities and Student Government to welcome new students to a new year and to include the community in the happenings on campus. Over 30 local businesses and organizations came to the outdoor event to share information on available services, products and activities. Y-105 helped with the prize drawings and emcee needs.

On-air support prior to the event: Y-105 hosted Brandon Lytle, Student Activities Coordinator, on the morning show twice leading up to the Welcome Fair. There were also live on-air mentions for the two weeks leading up to the event.

On-air support during/after event: 2 live broadcast on location. The team stayed until the end of the Welcome Fair to help with emcee, prize drawings and clean up.

Online Support: 4 Facebook posts.

Total staff hours contributed: 7 hours.

Event results: 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 fantastic.

Northwest Children's Home Employee Appreciation

Event Name/Date(s): Northwest Children's Home Employee Appreciation (Sept. 2)

Benefiting Group: Employees of Northwest Children's Home

The Station is: Support Sponsor

Description: The Northwest Children's Home provides unmeasurable services and support for at risk kids of all ages through housing, counseling, schooling, and teaching kids the skills they need to make it in the world, while reinforcing their feelings of self-worth. This takes work and support 24-hour-a-day from dedicated staff, many of whom have been with this organization for decades because of their passion for these kids. At the request of their administration to respond to the need of more recognition, Y-105 brings Pepsi products to their living and school campuses as a treat for the employees and an opportunity to speak with them live on the air.

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

On-air support during/after event: 2 hours live broadcast on location.

Online Support: 1 Facebook post to thank the employees.

Total staff hours contributed: 6 hours.

Event results: We were able to enlighten our listeners about what the home does for at-risk kids of all ages and

to highlight the heroes who work there. We were also able to represent the community in expressing our support for their tireless staff.

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: Y-105 teamed up with the Gina Quesenberry Foundation and the Tough Enough to Wear Pink committee to help raise awareness for breast cancer in our Valley. Proceeds from the event went to support the GQ Foundation, which exclusively helps people in our area who are battling breast cancer. On Sept. 4, our team broadcasted live from the Pink Barn and on Sept. 5 we joined P1FCU in selling Tough Enough to Wear Pink gear and 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: 4 hours.

Online Support: 8 Facebook posts.

Total staff hours contributed: 14 hours.

Event results: Y-105 staff were able to broadcast live from the Pink Barn on the Sept. 4 and P1FCU on the Sept. 5, sold Tough Enough to Wear Pink products, and made important contacts with a couple of local residents who were specifically seeking help from GQ. The 2014 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 event to provide support services for local women battling breast cancer.

Y-105 Karaoke Contest

Event Name/Date(s): Y-105 Karaoke Contest (Sept. 20)

Benefiting Group: Nez Perce County Fairgrounds

The Station is: Primary Organizer

Description: The Y-105 Karaoke Contest brought community members out to sing at the Nez Perce County Fair, increasing the attendance at the fair and shining a spotlight on the talented members of our community, by further enriching this wonderful family-friendly event.

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

On-air support during/after event: 20 minutes were spent on air at the 1.5 hour remote broadcast, in addition to a manned display booth over the course of the weekend to visit with locals, answer questions, set up for the karaoke contest, and emcee.

Online Support: 8 Facebook posts in the 3 weeks leading up to the event.

Total staff hours contributed: 38 hours.

Event results: More than 400 people showed up to support 24 contestants – including a six-year-old – who sang every style of music while being judged on vocal ability, performance and audience interaction.

Riverfest

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

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

The Station is: Support Sponsor

Description: This inaugural event was put on by the Port of Clarkston to celebrate the area we live in, particularly the two rivers we benefit from. The events began with the Rivers & Ridges Cycling Event. At noon, families enjoyed the fun-filled atmosphere at Granite Lake Park with vendor and food booths, games for kids and adults, jet-ski and stand-up paddle board and water safety demonstrations, a Dutch oven cooking contest, and a beer and wine garden for the over 21 crowd. Many local businesses, non-profits, performers and vendors rounded out the event.

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

On-air support during/after event: Y-105 broadcasted live on location for 2 hours, inviting the community to join in the fun.

Online Support: 3 Facebook posts.

Total staff hours contributed: 20 hours.

Event results: This was a tremendously successful first-time event. More than 2,000 people trickled in and out throughout the day to enjoy food, drinks, live music, connect with dozens of non-profit organizations and enjoy the beauty of the Snake River at the Port of Clarkston, Wash.

Layton Tannahill Benefit

Name of the Event: Layton Tannahill Benefit (Nov. 15)

Benefiting Group: Layton Tannahill & Family

The Station is: Support Sponsor

Description: Layton Tannahill is a 3-year-old local boy who was diagnosed with Stage 4 Neuroblastoma. We have been following his progress since he was diagnosed earlier this year and doing what we can to support him and his family. His mother, Lindsay, is a single parent of two, and Layton's fight has taken her away from her job to focus on getting him well. Brock's Towne Square, a local establishment, had a night of entertainment with local musicians to help raise money. KVTY was proud to promote the event and help the family in their time of need.

On-air support prior to the event: On air mentions throughout all day parts for the week leading up to the event.

On-air support during/after event: 1 hour.

Online Support: 3 Facebook posts.

Total staff hours contributed: 3 hours.

Event results: All you have to do in our community is ask for help. More than 50 people came out to enjoy inspirational entertainment by four dedicated volunteer performers, raising about \$800 dollars and a lot of awareness to help cover Layton's medical costs. Layton is still in Seattle Children's Hospital as he fights this disease. He is officially in remission but has side effects due to chemotherapy, including SOS, which means his

liver is congested, which causes back flow of fluid into places it shouldn't be, causing vessels in his stomach and esophagus to bleed. His kidneys are damaged and not working properly, so he is still on dialysis. He has a small bowel obstruction but is too sick to have surgery, and has an abscess that is slowly going away. We will continue to help Layton and his family until this brave youngster is back to full health.

Stuff the Semi-Truck

Event Name/Date(s): Stuff the Semi-Truck (Dec. 20)

Benefiting Group: Salvation Army of Lewiston

The Station is: Support Sponsor

Description: This event encourages listeners purchase toys to donate, with the goal of filling an entire semi-truck with toys for the local Salvation Army to distribute to local families in need. With one in five children in the area facing food insecurity, it's likely that their families can't afford Christmas gifts, which is why KVTY is proud to respond to the community's needs by participating in Stuff the Semi-Truck.

On-air support prior to the event: 15 minutes of pre-event promotion on-air.

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

Online Support: 5 Facebook posts.

Total staff hours contributed: 5 hours.

Event results: Even in a still-struggling economy, Kmart kept busy with our station, as customers flooded the store and filled the semi-truck. More than 400 toys were collected for the Salvation Army to distribute, and Kmart tallied its greatest single-day toy sales ever.

Holiday Heroes Food Drive

Event Name/Date(s): Holiday Heroes Food Drive (Dec. 20)

Benefiting Group: Idaho Food Bank

The Station is: Primary Organizer

Description: No one should go hungry, and it is all of our responsibility to make sure everyone has the sustenance they need. Y-105 teamed up with our sister stations, KRLC and KMOK, and local grocery store, Rosauers, to load up bags of staple food items. We then invested a full day at Rosauers creating 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 volunteered to pass out bags of food and warm coats at the Salvation Army.

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: More than 250 bags of food were purchased and donated to the food drive, as well as a matching number of turkeys and hams from the Idaho Food Bank and more than 50 coats from our Coats for the Cold coat drive. Cumulatively, the food drive has resulted in more than 1,250 bag purchases in six years, feeding more than 750 families during the holiday season.

KVTY

Pomeroy High School Career Fair

Two of our team members joined Whitney Aguilar, our Research and Development Director, to attend the Pomeroy High School Career Fair. KVTY taught students about broadcasting, advertising sales, and production-oriented careers.

Layton Tannahill fundraiser

Layton is a 3-year-old who was Life Flighted to Sacred Heart Children's Hospital in Spokane in December 2014. He was diagnosed with tumors on his adrenal gland, kidney, and diaphragm. The illness came on very suddenly and his parents remain by his side. The local Ronald McDonald house is full, so they are staying in a motel to be near their child, no matter the expense. After more testing, it was discovered that the cancer is in his bones, and Layton will have to go to Seattle for treatment, as Spokane cannot provide what he needs. We have been supporting Layton and his family through Facebook posts that are keeping people updated on his progress as well as the various fundraisers to support him and his family. We sent our van to the regional rummage sale to fundraise and brought in about \$700, and we showed up live at the Superhero Run, where more than 100 people were in full superhero garb, and raised more than \$1,500 for Layton and his family.

Station employee volunteer hours contributed to cause: 8 hours

Lewis Clark Animal Shelter

KVTY employee Savanna Hust goes to

the shelter for three to four hours each week to walk and socialize the dogs housed there.

Station employee volunteer hours contributed to cause: 180 hours

Tough Enough to Wear Pink Committee

This committee organizes and runs the Tough Enough to Wear Pink campaign, which sells T-shirts, sweatshirts and other swag leading up to the Pink event night at the Lewiston Round Up Rodeo on Sept. 5. All proceeds go to the Gina Quesenberry Foundation, which funds travel, living expenses, and other needs for local families who are battling breast cancer. KVTY Program Director Kass Wilponen attended committee meetings and helped collect T-shirt orders from local businesses and individuals, as well as working in the Pink Barn doing sales.

Total hours contributed to cause: 10 hours

Twin County United Way Foundation

Carie Lynn McKenna, the station group's Community Outreach Director, has volunteered to be a Loaned Executive for the Twin County United Way's 2014-2015 donation drive. McKenna makes presentations at businesses to share the important impact that the Twin County United Way has on our local community, encouraging employees to make a commitment to partnering with TCUW in making positive changes in our Valley.

Hours contributed to cause: 4 hours

Quality Behavioral Health

Quality Behavioral Health provides help for those in our community with emotional or psychological needs, struggling with addiction, or who have suffered sexual abuse or assault. They have a volunteer board that helps make important decisions and coordinate fundraising efforts to ensure they can continue to provide support to our community. Carrie Lynn McKenna serves as a volunteer board member, attending regular meetings and helping with fundraising.

Hours contributed to cause: 8 hours

Gina Quesenberry Foundation's Pink Luncheon

The Pink Luncheon is 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 bucket raffle go to the Gina Quesenberry Foundation, which supports local families who are battling breast cancer. KVTY Program Director Kass Wilponen worked with the Pink Luncheon committee in planning the luncheon, finding speakers, collecting items for the bucket raffle, and selling tickets for the event.

Hours contributed to cause: 9 hours

Lewis Clark State College's Kid's College

Members of Y-105, our sister station KMOK, and our Production and Promotions Department were privileged to teach a four-day class

to a group of seven kids, age 9 and up. The children were given the opportunity to tour the radio stations and observe live shows in progress. They were also able to go through the process of doing show prep, interviews, recording breaks and even got to make their own liners. Station staff taught the children about all aspects of broadcasting and answered their questions about the radio stations.

Hours contributed to cause: 12 hours

Disability Mentoring Day

On Oct. 27, qualified students with disabilities went on job shadows as part of a special education program for Disability Mentoring Day. KVTY was a host site for three students who

are interested in various areas of the broadcasting field. Trey, Tyler and Drew joined our morning show for an hour, observing the production and live on-air broadcast of a morning show. We took them into a production room to give the boys some hands-on experience with making a produced spot, and then they visited our promotions department to see how the sales and promotions side of the business connects us to the community.

Hours contributed to cause: 1.5 hours

School districts and students from local schools

KVTY loves to help promote education

and reading in fun, unique ways. That's why KVTY started Reading Radio in 2014. The project involves KVTY DJ's reading children's stories while being filmed for the Y-105 YouTube channel. The links to the videos are sent to local school districts, where teachers can use them in their classrooms. In addition, participating classrooms are selected monthly to have a KVTY DJ read the book in-person.

Hours contributed to cause: 40 hours

Lewiston Library Board

Carie Lynne took a place on the Lewiston Library Board to keep our Reading Radio program connected to our local schools.

Hours contributed to cause: 8 hours

Radio Advertising Grants

Y-105 also benefits nonprofits with our Radio Advertising Grant program. Y-105 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 we partnered with in 2014 are listed below.

- Boy Scouts of America: Helped the annual Scouting for Food, 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 ARC. 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 Band Fundraiser: Y-105 hosted an awareness campaign for the Jenifer Junior High School Band. The event hosted ice-cream sundaes and 90 minutes of music from the band.
- Tina's Hope for a Cure Wine, Stein and Dine: Y-105 hosted an awareness campaign for a local organization that raises funds and awareness for systinosis research. The rare blood disease isn't well known, but the local event raises more than \$80,000 from one evening of dinner, auction and fun.
- Lewis Clark Bluegrass Organization: Helped promote the second annual Bluegrass Festival in the LC Valley, which brought together dozens of regional bluegrass musicians to perform in a weekend-long festival.
- LC Amateur Hockey Association: Y-105 promoted awareness for a discounted skate day and promotion for Youth Hockey Registration for the local, non-profit hockey organization. The event also doubled as a celebration that they maintained their current location, as their lease was in jeopardy earlier this year.
- 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 returning veterans and active duty military personnel.
- Chicks N Chaps: Encouraged listeners to attend a Rodeo 101 fundraiser with proceeds benefitting local cancer survivors. 154 women came out 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 that specializes in helping the aging population of the Twin Counties, uses the Ultimate Christmas Concert as its annual fundraiser. This year, more than \$3,000 was raised in the two weekends of music.
- Old Fashioned Christmas: the Pomeroy (Wash.) Chamber of Commerce works hard to put together a Christmas celebration that the entire community can join in and appreciate with the Old Fashioned Christmas. The small town had more than 500 people attend their event.