

CRYSTAL RADIO AWARDS



presentation

a snapshot of our community efforts

2015

KZFN



KZFN SECTION ONE

At ZFun 106 (KZFN) we know our listeners personally, because we live in a small town and because we're likely to run into them at the grocery store, a Cougar football game, the farmer's market or one of the dozens of community events of which we are part.

This year, we helped with supply drives for firefighters during one of the worst fire seasons in our region's history.

We helped put more than 42,000 pounds of food on local tables and in local food banks during the Palouse Cares Food Drive.

We partnered with our local Kiwanis clubs to provide school supplies for more than 1,400 local students.

Our diverse community extends way beyond city limits, into the rural towns and surrounding hills, including more than 35,000 students at the two universities in our region. On any given week, ZFun 106 is the common thread that connects farmers, students from across the state and across the world, blue collar, white collar, and everything in between.

After 30 years on the air, ZFun 106 has deep roots in our radio neighborhood and a continuing commitment to make our community a better place to work, learn, and live.

Word Count: 196



KZFN SECTION 2

MORNING SHOW GUESTS

KZFN proudly hosts "The Rude Awakening", which attracts listeners by the drove, making it the most popular morning show on the Palouse. Steve Shannon, Program Director and host of "The Rude Awakening" welcomed more than 100 guests to touch on all of the most relevant, topical, and entertaining happenings across the region. With his finger firmly on the pulse of the Palouse, Mr. Shannon welcomed guests on a near-daily basis to provide his listeners with everything they need to know to start their day off right. Here is a sampling of his myriad guests:

January 13th - Moscow Mayor Bill Lambert

Mayor Lambert joined the morning show to discuss the mass shooting in Moscow, a crisis which led to the shooting death of three individuals by a lone gunman in early January. The mayor talked about the lives of the victims and those they touched, the upcoming memorial services and community responses, and offered words of comfort and optimism to a city struggling to come to terms with such a shocking tragedy.

January 22nd - Charlie Gerke, Director of the Moscow Mentoring Program

Every January, Gerke and other stewards of the Moscow Mentors Program hold a fundraiser with local restaurants in Moscow. Gerke came on the air to discuss the tremendous work Moscow Mentors does with local students, as well as the opportunities for listeners to help support such a vital program.

January 28th - Sister Margaret Johnson, St. Mary's Catholic School Principal

Sister Margaret blessed the morning show with her divine presence to promote the St. Mary's School Dinner and Auction fundraiser.

January 28th - Berto Cerillo & Mike Ehde from the WSU Student Entertainment Board

Cerillo and Ehde joined the morning show to reveal 2Chainz would be headlining Washington State University's Springfest 2015 concert.

February 5th - Leathia Botello

Botello promoted the 12th Annual Shades of Black show in celebration of Black History Month at the University of Idaho.

February 19th - Jen Rideout, Schwietzer Engineering Laboratories Event Center, and Alex Anderson, Pullman Chamber of Commerce

Rideout and Anderson talked with Shannon about the Palouse Wedding Experience, a bridal fair as unique as our region.

March 3rd and 6th - Genevieve Bendel, Moscow Mardi Gras Board of Directors

Bendel joined the morning show to talk about the upcoming Moscow Mardi Gras event, a fundraiser to bolster a diverse array of local children's charities.

March 5th - Lindsay Rinehart, Family Promise of the Palouse

Rinehart talked about the nonprofit's Comfort Food Cook-Off, which provided delicious food and much needed funds for Moscow's homeless shelter.

March 9th - Gordon Mallot, Inland Oasis

Mallot promoted Drag Bingo, a fundraiser for the nonprofit organization, which provides an invaluable resource to the region's LGBTQ residents.

March 13th - Ron Morgan

Morgan discussed the Gritman Medical Center's Light-A-Candle benefit bowling tournament, during which more than \$12,000 was raised for the foundation.

March 31st - Nick Pratt, University of Idaho Theatre Arts

The theatre art student made sure we chose our words carefully when speaking about the 25th Annual Putnam Co. Spelling Bee.

April 2nd - Spence Stewart

Stewart promoted Last Branch Standing, a pulse-pounding laser-tag fundraiser at Cougar Laser Arena, which raised more than \$1,800 for a local veteran, Staff Sgt. Cody Ensley.

April 8th - Derek Rogers

Rogers joined the morning show to promote Strike out Violence, which benefitted Alternatives to Violence of the Palouse.

April 22nd - Louise Todd, Buy Local Moscow

Todd promoted the Buy Local Moscow Brewfest fundraiser.

May 7th - Debbie Dockins and Erin McCall from Latah County Youth Advocacy Council

Dockins and McCall joined Shannon to preview some of the amazing performances in store at the LCYAC Talent Show and Awards Night.

May 21st - Matt Haley, Kari Golightly, and students from Moscow Middle School

Haley and Golightly joined the morning show to speak about the important message of Moscow Middle School's annual World Expo event.

June 11th - Gina Taruscio, Moscow Chamber of Commerce Director

Taruscio joined Shannon to promote the Moscow Art Walk Kickoff.

June 17th - Heather Colwell, University of Idaho Student Involvement

Colwell promoted the Screen on the Green summer movie series.

July 2nd - Pullman, WA Mayor Glenn Johnson

Mayor Johnson sparked a conversation about the July 4th Celebration for the City of Pullman.

July 9th - Penny Gonzales, Pullman Civic Theatre

Gonzales discussed Pullman Civic Theatre's production of everyone's favorite, The Phantom Tollbooth.

July 23rd - Dan Poppen, Idaho Repertory Theatre

Poppen promoted the theater group's fabulous production of The Little Prince.

August 5th - Heather Colwell, University of Idaho Student Involvement

Colwell talked about Palousafest, the University of Idaho's student welcome event held every August to make new and returning students feel at home in their new residence.

August 14th - Tristen Beaudoin, Curing Wendigo

Beaudoin was on air to promote a unique nonprofit event, the Concert for Compassion fundraiser, which promotes local acts of philanthropy with a global vision for a better world.

August 20th - Alex Anderson, Pullman Chamber of Commerce

Anderson promoted the 27th Annual National Lentil Festival, held in Pullman. Tasty the Lentil would be proud.

August 21st - Tom Morris, Idaho Vandal Sports Properties/Learfield Sports Properties

Morris promoted the Vandal Spirit Friday Kickoff event, held at Eastside Marketplace, a local shopping center. The event marks the beginning of the athletic season for the UI Vandals.

September 3rd - Amberly Boone, WSU Brelsford Visitor Center

Boone joined Shannon to talk about the Cougar Wine Connection Showcase Series, which happened before every home WSU Cougar football game.

September 9th - Victoria Scalise, Director of the Palouse Discovery Science Center

Scalise promoted the Firefighter Science Day,

an event held in conjunction with the Palouse Discovery Science Center and the Pullman Firefighter's Association, a fabulously fun day of learning and play.

September 16th - Bekah Miller-Macphee, University of Idaho Women's Center

Miller-Macphee promoted the University of Idaho Campus Safety Walk and annual Take back the Night march.

September 24th - Christine Gilmore, Kenworthy Performing Arts Centre executive director

Gilmore promoted the annual Kenworthy Performing Arts Centre's Gala, which supports this beloved arts institution.

September 29th - Todd Schulenberger, WSU Soccer Coach

Event: Schulenberger was interviewed about the PAC-12 Soccer Championship opener at WSU.

October 1st - Cathy Brinkerhoff, Moscow Community Theatre

Brinkerhoff promoted the local theatre's heartfelt production of Steel Magnolias.

October 9th - Rob Morgan, Gritman Light-A-Candle Foundation

Morgan promoted a pancake dinner and purse auction fundraiser for the local Light-A-Candle Foundation for breast cancer survivors.

October 14th - Alex Wendel, University of Idaho Theatre Arts

Wendel promoted the group's timely production of Proof.

October 15th - Andrew Chivaras and Chris Volk, Pullman Firefighters Association

Chivaras and Volk joined the morning show to promote Passionately Pink, a fundraiser for the Susan G. Koman Foundation for breast cancer awareness and support.

October 19th - Jerry Schutz, Sirius Entertainment group

Schutz promoted a local showing of the rollicking Rocky Horror Picture Show, a fundraiser for Sirius Entertainment Theatre group, a local nonprofit organization.

October 28th - Michael Echanove, Mayor of Palouse, Wash.

Echanove joined Shannon on the morning show to promote Haunted Palouse, a frighteningly fantastic fundraiser with the Palouse, Wash., Chamber of Commerce.

November 4th, 18th, 24th, 25th, December 2nd, 11th - Rick Minard and Ron Morgan, Palouse Cares Food Drive

Minard and Morgan joined the morning show to promote the Palouse Cares Food Drive, the largest single-day food drive on the Palouse, which raised more than 42,000 pounds of food and more than \$35,000 in silent and live auctions to help feed the homeless and hungry on the Palouse.

November 5th - Debi Dockins, Gritman Medical Center Foundation

Event: Dockins joined the morning show with Shannon to promote Gritman Medical Center's annual Holiday Delights, a silent auction fundraiser filled fit to burst with delicious holiday treats.

December 3rd - Adina Beilenberg, Gritman Medical Center Foundation

Beilenberg discussed the Moscow U-Nite basketball benefit, held at Moscow Middle School and Moscow High School. Swish!

December 4th - Dr. Susilia Bales, Humane Society of the Palouse

Dr. Bales promoted the Humane Society of the Palouse's annual fundraiser, Pet Pics with Santa, held at the Eastside Marketplace.

December 10th - Dianne Daley-Laursen, Alternative Giving Market of the Palouse

Daley-Laursen promoted the annual Alternative Giving Market of the Palouse, a program that helps people give monetary gifts in lieu of more needless stuff to help support local nonprofit organizations.

December 16th - Pullman (Wash.) Mayor Glenn Johnson

Mayor Johnson joined the morning show to recap some of the highlights of 2015 in the City of Pullman, and cast an eye at what is just around the corner in 2016.

December 23rd - Moscow (Idaho) Mayor Bill Lambert

Mayor Lambert joined Shannon to recap some of the highlights of 2015, as well as the low points, and look forward to a happy, healthy 2016.

NEWS

In a world in which people have a wealth of ways to access information, local radio stations must compete to provide local news that is relevant and timely. KZFN's newscasts provide the most significant local, regional, and national news from the Inland Northwest News Department, delivered in a 106-second, easy-to-digest format. Local newscasts are broadcast 4 times per day, 20 times per week.

JANUARY

On January 10th, 29 year-old John Lee shot his adoptive mother, a local businessman, a client of the businessman, and a local restaurant manager in a 90-minute shooting spree in Moscow. The shootings, which resulted in the deaths of three people, shook our small community, and it was an ongoing topic covered throughout the year.

FEBRUARY

Local coverage of a nonprofit fundraiser, Wine Under the Stars at the Palouse Discovery Science Center. The center is the region's only science center and is an integral piece of many students' education.

MARCH

The Moscow Affordable Housing Trust, a nonprofit organization focused on affordable housing solutions, held its first home ownership event, which was free and open to the public.

APRIL

Six local breweries held a fundraiser event at Moscow's 1912 Center for Buy Local Moscow, an economic development organization.

MAY

Idaho legislators passed a bill during a one-day special session that kept the state in compliance with federal standards regarding child support.

JUNE

The City of Moscow received a federal tourism grant, then hired a Spokane, Wash., agency to develop an advertising campaign promoting travel to our beautiful neck of the woods.

JULY

WSU student Erik Luden was charged with first-degree murder of his father earlier in the year, while his father was visiting Luden at his apartment in Pullman, Wash.

AUGUST

Pullman, Wash. police take Tyler Lankfort into custody following an hours-long standoff at Pullman's Quality Inn hotel.

SEPTEMBER

Pullman, Wash., police and fire departments reacted to a fire at the community's Planned Parenthood facility. FBI officials were called to investigate the arson.

OCTOBER

Haunted Palouse, a local attraction for thrill seekers during the Halloween holiday festivities brings more than 3,000 visitors to the community that has a population of less than 2,000.

NOVEMBER

Two major windstorms impacted the region tremendously with more than 240,000 people out of power and damages to nearly 10,000 structures.

DECEMBER

Local fundraiser and food drive, Palouse Cares, brings in a record setting quantity of food and monetary donations with more than 42,000 pounds of food and more than \$40,000 dollars contributed through donations, live and silent auctions.

SPORTS

KZFN Local Sports Director Steve Grubbs joins the morning show three times every weekday to provide updates on high school athletics and the latest sports news from WSU and the UI. Grubbs also provides sports coverage of regional teams on the national stage, such as the Seattle Mariners and Seattle Seahawks.

WEATHER

KZFN on-air personalities provide up-to-date weather forecasts and information on breaking weather events affecting our area, and the nation as a whole. Local weather coverage is broadcast a minimum of four times per day, every day.

VANDAL TUESDAY

For two hours every Tuesday, ZFun broadcasts live from the UI campus at the Idaho Commons building. As part of ZFun's service to the UI, six different guests from many departments, such as athletics, student health, and recreation join the program to provide 90-second updates on events, services, and fundraisers. ZFun also promoted Vandal Tuesday with live reads three times per day Sunday through Tuesday during the academic calendar year.

WAZZU WEDNESDAY

Every Wednesday, the ZFun team travels to the WSU campus in Pullman, Wash., to hold a two-hour live broadcast live from the Compton Union Building. The WAZZU Wednesday program is at the heart of our service efforts to WSU, and six guests join us every week to provide 90-second updates about on-campus events, program offerings, and more. Frequent guests include representatives from athletics, health and wellness, and various student organizations and clubs. ZFun promotes this feature with live reads six times per day, Sunday to Tuesday, during the academic year.

PUBLIC SERVICE

ANNOUNCEMENTS (PSAs)

ZFun provided and broadcast 1,522 minutes of public service announcements, community calendar minutes, and event promotions in 2015. Of that, 398 were paid and 1,124 were unpaid.



KZFN SECTION 3

Event Name/Date: Moscow Mentor Program Open House (January 31)

Benefiting Group: Moscow Mentor Program

Description: The Moscow Mentor Program offers mentoring for young adults toward a successful future in Moscow. The organization is made up of volunteers in the community and local teachers from Moscow Junior High School.

Station is: Support Sponsor

On-air Before event: 46 minutes of recorded PSAs, and a morning show guest on the day of the event

On-air During event: 2-hour live-on-location broadcast

On-air After event: 1-minute recap during the following week

Online Support: 1 post on station Facebook page

Total Staff Hours: 6

Results: 40 people attended. Four new mentors were added to the volunteer base, and more than a dozen potential mentees attended the event in search of mentors. In addition, \$300 was raised for the non-profit to cover costs of materials needed by the volunteers.

Event Name/Date(s): University of Idaho Corporate Job and Internship Fair (February 8)

Benefiting Group: UI Career Center and the students of UI

Description: The UI Corporate Job and Internship Fair included companies recruiting for full-time, summer and internship positions. The fair was free and open to all University of Idaho students, alumni and community members. The Career Center provided students and alumni with services and resources that empower them as they make critical life decisions and pursue career success. They also help enrich classroom learning through career exploration, experiential learning opportunities and access to future employers.

Station is: Support Sponsor

On-air Before event: 31 minutes of recorded PSAs, and a morning show guest on the morning of the event

On-air During event: 1-hour live-on-location broadcast

On-air After event: 1-minute recap during the following week

Online Support: 1 post on station Facebook page

Total Staff Hours: 13

Results: 800 University of Idaho Students attended the Spring Career Fair

Event Name/Date(s): Shamrock Smackdown (March 10)

Benefiting Group: Rolling Hills Derby Dames

Description: The Shamrock Smackdown was the first ever public bout for the Rolling Hills Derby Dames. The group is made up of women from across the Palouse who are interested in volunteering their time to entertain young and old alike with their exhilarating flat-track roller derby exploits. Their inaugural bout was held at Beasley Coliseum at Washington State University.

Station is: Sole Media Support Sponsor

On-air Before event: 24 minutes of recorded PSAs

On-air During event: 2-hour live-on-location broadcast

On-air After event: 1-minute recap during the following week

Online Support: 6 posts on station Facebook page

Total Staff Hours: 16

Results: The Derby Dames expected a few hundred in the audience, but more than 1,000 excited derby fans packed the stands at their inaugural bout. The event also doubled as a food drive, which resulted in donations totaling more than 1,200 pounds of food.

Event Name/Date(s): University of Idaho/Latah County Relay for Life (April 6-7)

Benefiting Group: American Cancer Society

Description: The American Cancer Society Relay For Life was a life-changing event that gave everyone in communities across the globe a chance to celebrate the lives of people who have battled cancer, remember loved ones lost, and join together to fight back against the disease. At Relay, teams of people camp out at a local high school, park or fairground, and take turns walking or running around a track or path. Each team was asked to have a representative on the track at all times during the event. Most Relay for Life events are overnight and last up to 24 hours in length. Teams collect pledges to help fund the fight against cancer.

Station is: Support Sponsor

On-air Before event: Morning show guests on March 15, 21, 28 and April 4

On-air During event: 2-hour live-on-location broadcast

On-air After event: 1-minute recap during the following week

Online Support: 1 post to station's Facebook page

Total Staff Hours: 16

Results: 58 recruited teams helped raise \$61,000.

Event Name/Date(s): 9th Annual Washington State University Springfest Music and Arts Festival (April 20-21)

Benefiting Group: Washington State University Student Entertainment Board (WSU SEB)

Description: Springfest is an annual spring carnival and concert presented by the WSU Student Entertainment Board. Student leaders planned and organized this huge event, which allowed Washington State University students free access to rides, games, music, food and fun!

Station is: Support Sponsor

On-air Before event: 75 minutes of recorded PSAs

On-air During event: 2-hour live-on-location broadcast

On-air After event: 1-minute recap during the following week

Online Support: 4 posts on station's Facebook page and 2 tweets on KZFN's Twitter account

Total Staff Hours: 20

Results: More than 8,000 people attended.

Event Name/Date(s): Washington State University Alumni Association (WSUAA) Graduate Barbecue Bash (May 3)

Benefiting Group: Graduating seniors at Washington State University

Description: The 7th annual Graduate Barbecue Bash was presented by the Washington State University Alumni Association. It was a chance for all Spring Graduates to come and enjoy a delicious meal (because they've packed up their entire kitchens already) for free. Family and friends also joined the fun for just \$5. People enjoyed games, treats, giveaways, music, the PAC-12 Senior Awards, and met Butch, the WSU Cougar Mascot, too! Plus, a truckload of free moving boxes were handed out (while supplies lasted, which was less than one hour) to all who desired.

Station is: Support Sponsor

On-air Before event: 24 minutes of recorded PSAs

On-air During event: 2-hour live-on-location broadcast

On-air After event: 3-minute recap during the following week

Online Support: 2 Facebook Posts and 1 Tweet

Total Staff Hours: 8

Results: Even with pouring rain and a location change to an indoor area, sources say this was their busiest indoor event ever. They gave away the boxes much faster than ever and credit the power of radio for this event's success given the last-minute move inside of Ensminger Pavilion, across from the WSU Alumni Association Lewis Clark Alumni Center.

Event Name/Date(s): The Moscow Renaissance Fair (May 5-6)

Benefiting Group: Community of Moscow

Description: The Moscow Renaissance Fair is a two-day celebration of Spring, featuring live entertainment, food, and crafts for kids and adults of all ages. The 39th annual event was held at East City Park, and featured live entertainment on the Peter Boasoa Main Stage, including the Tony Furtado Trio, and a second stage in the Enchanted Forest. People also enjoyed bungee cord bouncing and a demonstration by the Washington State University Raptor Club. Additionally, there were more than 100 booths featuring the finest craftspeople in the northwest and, of course, plenty of the food the Fair is famous for.

Station is: Support Sponsor

On-air Before event: 36 minutes of recorded PSAs

On-air During event: 2-hour live-on-location broadcast

On-air After event: 1-minute recap during the following week

Online Support: In the spirit of the fair, 0 social media posts supported this "non-technological" event focusing on traditional crafts and medieval heritage

Total Staff Hours: 5

Results: More than 3,000 people attended.

Event Name/Date(s): The 8th Annual Officer Newbill Kids Safety Fair (June 2)

Benefiting Group: Community of Moscow

Description: The Officer Newbill Kids Safety Fair is an annual community event that gets bigger and better every year, and KZFN has been a part of the Kid's Safety Fair from the beginning, eight years ago. The station eagerly promoted and joined this year's gathering of over fifty organizations dedicated to educating youth about safety in all areas of life. There was a great deal of information available as well as hands-on, interactive demonstrations to help kids and parents with bicycle, car-seat, water and fire safety, plus the distribution of child identification kits. Access to the airwaves proved indispensable when the weather took a rainy turn, forcing the event to be moved inside. Rather than stifling the event, thousands of community members and families were still able to stop by and take advantage of 600 free children's bike helmets and a chance to talk to their local firemen and police officers about how to stay safe.

Station is: Support Sponsor

On-air Before event: 45 minutes of recorded PSAs

On-air During event: 2-hour live-on-location broadcast for 15 minutes of live coverage

On-air After event: 1-minute recap during the following week

Online Support: 3 posts on the station Facebook page

Total Staff Hours: 13

Results: More than 1,000 people attended and 600 bike helmets were given away to children, 50 car seats were checked, and 680 hot dogs were sold to benefit a myriad of non-profit organizations.

Event Name/Date(s): Moscow Art Walk (June 15)

Benefiting Group: Moscow Art Walk, local artists, the community of Moscow and 6Cents Sk8 (a local non-profit benefitting youth in positive, healthy ways of expression through skateboarding)**Description:** Moscow Art Walk is a community event organized each year to celebrate the artists and artwork of the Palouse. This celebration kicked off at the north end of town at the Moscow Water Department, where residents could learn about local plants and water conservation efforts, win prizes, and tour the garden that was in full bloom. Live musicians and vendors lined the streets for about a dozen blocks, with art and entertainment in nearly 70 locations. Art Walk ended at the south end of town with Against The Grain, which was a skateboarding event featuring a half-pipe available for use by any boarder who wanted to showcase their skills. There was live music, food and a skateboard art gallery in the silos for anyone to enjoy, young or old, skater or otherwise.

Station is: Support Sponsor

On-air Before event: 25 minutes of recorded PSAs

On-air During event: 2-hour live-on-location broadcast

On-air After event: 8-minute recap during the following week

Online Support: 4 posts on the station's Facebook page

Total Staff Hours: 7

Results: At least 700 people attended the festivities at the Moscow Water Department, and twice as many strolled downtown Moscow to enjoy the free annual event that celebrates the unique and quirky culture of Moscow, Idaho.

Event Name/Date(s): Northwest Nations Upward Bound Car Wash Fundraiser (June 23)

Benefiting Group: The students of Northwest Nations Upward Bound raising money for "Free the Children" in Ecuador

Description: The high-school aged participants of Northwest Nations Upward Bound hosted a car wash in an effort to raise funds for "Free The Children," an organization that helps to end child slavery all over the world. There was not a set price for a car wash, the Upward Bound kids simply asked for donations to the organization, and local patrons were very generous. Nationwide, Upward Bound programs provide low-income and hopeful first-generation-college-students a chance to experience college through spending time at Universities and completing service activities for six weeks during the summer.

On-air Before event: 12 minutes of live mentions

On-air During event: 2-hour live-on-location broadcast for 10 minutes of live coverage

On-air After event: 4-minute recap during the following week

Online Support: 2 posts on the station Facebook page

Total Staff Hours: 10

Results: \$400 raised in just a few hours for "Free the Children"

Event Name: Community Wide Blood Drive

Event Month: July

Benefiting Group: Inland Northwest Blood Center

Description: The Community Wide Blood Drive was promoted to rally local patrons to stock the local blood banks. As a college community, student participation drops significantly in the summer, leading to a lull in donations. KZFN air staff was on-site for both the Moscow and Pullman blood drive, with many local donors showing up to help and contribute to the cause. Those interviewed said they felt good about giving, with one resident pointing out that our own blood is a renewable resource, and giving blood to help another person is a wonderful way to help our community.

The station is: Support Sponsor

On-air Before event: 15 minutes of live mentions

On-air During event: 2-hour live-on-location broadcast for 20 minutes of live coverage

On-air After event: 5-minute recap during the following week

Online Support: 2 posts on the station Facebook page

Total Staff Hours: 10

Results: The community came out in full force in both locations. Between the two, more than seventy people donated and 58 pints of blood were collected.

Event Name/Date(s): Halloween in July and the Zombie Carnival (July 28)

Benefiting Group: Kenworthy Performing Arts Centre

Description: Dressing up is so much fun, so why should you have to wait until it's wet, rainy and the temperature has plummeted to the low 30's? Moscow business owners banded together to create a fun community event that doubled as a fundraiser for the Kenworthy Performing Arts Centre, a beloved community theatre.

Station is: Support Sponsor

On-air Before event: 15 minutes of live mentions plus two weeks of recorded PSAs broadcast in a full commercial rotation.

On-air During event: KZFN broadcast live from the Zombie Carnival for one hour.

On-air After event: A five-minute recap of the event was featured on the KZFN morning show, "The Rude Awakening" the following week.

Online Support: 3 posts on the KZFN Facebook page.

Total Staff Hours: 3

Results: More than 100 people attended. Community response was considerably positive, given this is the first event of its kind held in July. The Kenworthy Performing Arts Centre hopes this becomes an annual event, and with the overwhelmingly positive response, the zombies will rise again next July.

Event Name/Date(s): The Annual Palouse Pride Festival (August 4-11)

Benefiting Group: Residents and Guests of The Palouse Region, including those who are lesbian, gay, bisexual, transgender, queer, and intersex (LGBTQI)

Description: Palouse Pride is an annual festival bringing together a number of communities and groups to celebrate diversity. The festival includes more than a week of events, kicking off with barbecues, bingo, comedy shows, cocktail fundraisers and more. The Palouse Pride Festival's hallmark event was the four-hour Pride Festival and Drag Show on Saturday, August 11.

Station is: Support Sponsor

On-air Before event: 50 minutes of recorded public service announcements broadcast in a full commercial rotation for two weeks

On-air During event: 2-hour live-on-location broadcast included 10 minutes of on-air mentions

On-air After event: A 3-minute recap of the Festival's events was broadcast the week after Palouse Pride

Online Support: Social Media mentions on Facebook and Twitter

Total Staff Hours: 10 hours of staff time

Results: This year's event was extremely successful. \$9,000 was raised for Palouse Pride. More than 30 vendors provided information and supportive services at the Pride Festival for 500 attendees. More than 200 people marched from Main Street to the park to kick off the Pride Festival. About 75 people attended the Pride Dinner and Variety Show the night before.

Event Name/Date(s): Palousafest (August 18)

Benefiting Group: University of Idaho Students

Description: Palousafest is the annual fall welcome-back festival before the first day of school on the University of Idaho campus. Dozens of on-campus and off-campus non-profit organizations, government agencies and local businesses gather to display their goods and services available to students on campus. It was a major opportunity for the university and the community to welcome new and returning students back to campus.

Station is: Support Sponsor

On-air Before event: 5 minutes of live on-air promotional announcements

On-air During event: 2-hour live-on-location remote broadcast at the event

On-air After event: A 5-minute recap on the following Monday morning.

Online Support: 2 Facebook posts and several comments on Twitter.

Total Staff Hours: 12 hours

Results: More than 5,000 University of Idaho students (almost half of the total of the entire Moscow-campus student body) attended the pre-concert festivities, including the KZFN and Pepsi Ring Toss with free Pepsi and chances to win prizes from gracious businesses including Eastside Marketplace and Pepsi.

Event Name/Date(s): The Rolling Hills Derby Dames 'Fall Brawl' (September 21)

Benefiting Group: Rolling Hills Derby Dames, Alternatives to Violence of the Palouse and area food banks

Description: The 'Fall Brawl' was the second roller derby bout held at Beasley Coliseum in Pullman featuring our local team, the Rolling Hills Derby Dames battling it out against the Rodeo City Roller Derby from Ellensburg, Washington. Though this was the second bout

for the Derby Dames, it was the first roller derby experience for many fans in the audience. The admission price was one can of food per person and/or a cash donation, and the community response was very generous, with all of the proceeds going to support local food banks. The KZFN air staff participated in a roller derby practice and helped out by handling the announcing and emceeing duties for the event. The 'Fall Brawl' also served as a recruiting tool for the Derby Dames, who always encourage interested women to become involved with the team and the sport.

Station is: Sole Media Support Sponsor

On-air Before event: 50 minutes including morning show interviews with various team members, VIP tickets giveaways, and lots of event promotion

On-air During event: 15 minutes of on-air coverage during the 2-hour live-on-location broadcast before the event.

On-air After event: 10-minute recap on the following Monday morning.

Online Support: 5 Facebook posts and 2 Tweets

Total Staff Hours: 18 hours

Results: In addition to the almost 2,000 people in attendance, the Derby Dames collected 1,500 pounds of food plus \$2,000 for Alternatives to Violence of the Palouse.

Event Name/Date(s): Military Appreciation Day at University of Idaho (September 22)

Benefiting Group: University of Idaho and the surrounding community

Description: This is an annual event at the UI traditionally held on a Saturday in conjunction with a home football game. The university and community come together to pay tribute and give thanks to members from all branches of the military. All veterans and active service members were offered a free meal and tickets. Idaho Reserve Officers' Training Corps (ROTC) had set up a special tent featuring a pictorial history of university alumni who have served our nation over the years, with a special emphasis on Vietnam veterans. This year's event included a special ceremony for Prisoners of War and Missing in Action (POW/MIA) services members to let them know that even though they were not among us on September 22, they are not, and never will be, forgotten.

Station is: Support Sponsor and Event Organizer

On-air Before event: 30 minutes of recorded PSAs.

On-air During event: 15 minutes of live coverage during the 2-hour live-on-location broadcast.

On-air After event: 5-minute recap the following Thursday morning.

Online Support: 2 Facebook posts

Total Staff Hours: 18 hours

Results: More than 10,000 people attended the Idaho Football game honoring Military Appreciation Day and more than 75 veterans and active duty service people and dozens of families joined the events prior to the game.

Event Name/Date(s): Washington State University Career Expo (October 2)

Benefiting Group: Washington State University and other college students, plus local, regional and national employers

Description: The Career Expo provided Washington State University students and any area residents an opportunity to connect with internships, recruiters, employers and graduate program opportunities, locally, regionally and across the nation. Other services included résumé critiques and interview practice sessions.

Station is: Media Support Sponsor

On-air Before event: 48 minutes of commercial time plus at least 25 live mentions

On-air During event: 1 hour

On-air After event: 5-minute recap the following Thursday

Online Support: 2 Facebook posts

Total Staff Hours: 5 hours

Results: More than 1,400 Washington State University students and community members attended.

Event Name/Date(s): University of Idaho Career Fair (October 3)

Benefiting Group: University of Idaho and other college students, plus local, regional and national employers

Description: The Career Fair at the University of Idaho helped connect students and local residents with employment, internship positions, or graduate programs. The University of Idaho Career Center provided resources with a variety of options for pursuing future interests. During our live broadcast we interviewed future employees and recruiters from the various companies, schools, and programs represented.

Station is: Media Support Sponsor

On-air Before event: 48 minutes of commercial time plus at least 25 live mentions

On-air During event: 1 hour

On-air After event: 5 minutes

Online Support: 2 Facebook posts

Total Staff Hours: 4 hours

Results: The Job Fair hosted a record 99 employers and more than 400 University of Idaho students attended.

Event Name/Date(s): Palouse Cares Food Drive (December 1)
communities across the Palouse

Benefiting Group: Area food banks in

Description: Palouse Cares is the largest single-day food drive on the Palouse. More than 1,000 volunteers gathered at locations in seven communities to go door-to-door collecting as much food as possible in one morning. In just a few hours, thousands upon thousands of pounds of food were collected and donated to local food banks. Palouse Cares also had live and silent auctions generating much needed cash donations for the food banks and other non-profit organizations on the Palouse.

Station is: Primary Organizer

On-air Before event: 25 minutes of recorded PSAs broadcast in a full commercial rotation, plus guests from Palouse Cares joined the KZFN morning show once (or more!) per week for six weeks prior to the food drive.

On-air During event: Five-hours of broadcast time with live-on-location coverage in Moscow and Pullman.

On-air After event: 10 minute recap in the week following

Online Support: 6 Facebook posts

Total Staff Hours: 20 hours, with an additional 20 hours of service by station staff on the Palouse Cares Media Team.

Results: More than \$26,000 was raised through live and silent auctions as well as 36,000 pounds of food in the one day, door-to-door food drive. Since 2006, Palouse Cares has raised more than \$125,000 dollars and 130,000 pounds of food for local food banks, and KZFN has been with the organization since the beginning.

Event Name/Date(s): Moscow's Light Up the Night Holiday Parade (December 5)

Benefiting Group: Community members of Moscow

Description: Each year, the annual "Light Up the Night Holiday Parade" takes place in Downtown Moscow. The event hosts nearly three dozen entries of lighted vehicles, with the highlight of the evening being the arrival of Santa Clause in his lighted sleigh. KZFN staff also drove the Z-Fun 106 wagon in the parade, and served as official emcee of the evening.

Station is: Support Sponsor

On-air Before event: 6 minutes of recorded PSAs

On-air During event: 4-minutes of live mentions during 2-hour live-on-location broadcast

On-air After event: 3 minute recap the following week

Online Support: 3 Facebook posts

Total Staff Hours: 6 hours

Results: More than 3,000 people braved the cold in Downtown Moscow for the event that had more than 30 entries, including the lighted KZFN wagon.



KZFN SECTION 4

Along with Program Director Steve Shannon, KZFN has 6 part-time broadcasters, with a total of 7 staff, keeping our region informed and entertained. Below are some highlights of their community service efforts in 2015:

RADIO NIGHT AT THE POOL

Radio Night at the Pool is a free night of swimming for families, and the food is on us! In a tight economy and university community, we're grateful to be able to provide a free night of fun for loyal listeners, especially those with young (and growing!) families. As the event's Primary Organizer, the station works with non-profit organizations and the Hamilton-Lowe Aquatic Center in Moscow to give people a free night of swimming, with pizza and beverages. It is also a chance to get to know local community resources, including the Latah County Youth Advocacy Council and United Way of Moscow/Latah County. The station broadcasts 90 minutes of recorded promotional announcements, and more than 500 people came out to swim, relax, and enjoy fun family time.

COMMUNITY PARTNERSHIP GRANTS:

ZFun 106 awards a minimum of \$2,000 a month in planned giving through its Community Partnership Grants program. Organizations tied to local and regional causes are selected through a bi-monthly application process. The ZFun Promotions Department and marketing consultants work with those organizations to create successful radio advertising campaigns to further their goals and message. Some of the partnered non-profits and their events from 2015 are listed below:

Boost Collaborative — Live auction and fundraiser event for the local nonprofit organization that supports employment opportunities for people with disabilities.

Pacific Northwest District Seed Association — The Annual District Seed Conference, which rarely makes it to our corner of Washington state, was publicized with the advertising grant.

American Cancer Society — Annual Relay for Life fundraisers for the American Cancer Society.

University of Idaho Women's Center — Annual event that people look forward to, such as the Vagina Monologues performances.

Palouse Project Productions — Auditions for community-based nonprofit organization specializing in performing arts for a variety show.

Moscow Affordable Housing Trust — The local nonprofit organization promoted its first community meeting on affordable, single-family housing options.

Moscow Renaissance Fair — The annual Renaissance Fair, which occurs in the East City Park in Moscow.

Moscow Mardi Gras — Annual fundraiser for local youth charities that brings together all of the bars and pubs in downtown, Moscow.

Palouse Habitat for Humanity — The Beans and Jeans live auction fundraiser and dinner, which supports efforts to build single-family homes on the Palouse.

Moscow Arts Commission — Monthly First Thursday festivities with participating Moscow businesses.

Pullman High School Booster Club — A local car dealership and the Pullman School District join forces for the annual Drive One for Your School fundraiser.

Healthy Tekoa Coalition — The nonprofit organization, based in the rural Palouse community of Tekoa, Wash., is focused on alcohol and drug-free youth health and hosts parenting classes.

Palouse Discovery Science Center — Regional science center hosted its annual fundraiser, Wine Under the Stars.

Moscow Middle School — The school held its annual World Expo Event, showcasing year-long projects from students.

Festival Dance — The local performing arts organization held its Rainbow Dance Theatre event.

Whitman Hospital — Local hospital showcases National Health Care Decisions Day to community residents.

Humane Society of the Palouse — One of the local humane society's hosts an annual fundraiser, the Paw-Loose Fun Run.

Spokane Falls Community College/Pullman campus — Local community college hosts an educational event, the Demystifying the Middle East seminar.

Colfax Chamber of Commerce — Chamber of Commerce organization hosts National Shred Day, which includes discounted shredding services for community members and businesses.

Rendezvous in the Park — An annual outdoor music festival held in Moscow.

Horse N Around — A fundraiser for the Latah County Sheriff's Mounted Posse.

The Kenworthy Performing Arts Centre — The local, historic, theatre hosts its annual Gala and Silent Auction fundraiser.

City of Moscow — The annual Officer Lee Newbill Kids Safety Fair.

Pullman Regional Hospital Foundation — Local hospital hosts an annual golf tournament fundraiser.

Latah County Historical Society — The annual, community-wide Ice Cream Social.

Palouse Chamber of Commerce — Annual Palouse Music Festival in neighboring community of Palouse, Wash.

WSU Facilities Services Scholarship Fund — Supporting the annual Hardhat Classic golf tournament fundraiser.

United Way of Moscow/Latah County — Local charitable foundation hosts the annual Dash for Cash fundraiser.

Humane Society of the Palouse — Local humane society hosts the Kegs for a Cause fundraiser with a local brewery.

Friends of Pat Rush: Medical Assistance Fund — This nonprofit organization that supports community members with forms of cancer hosts an annual dinner and auction fundraiser.

Inland Northwest Chapter of the Alzheimer's Association — The regional Walk to End Alzheimer's Quad Cities Walk to End Alzheimer's

Kiwanis Club of Pullman and Moscow — Local service organization hosts the annual Stuff the Bus School Supply Drive.

Pullman Regional Hospital Foundation — Local hospital hosts fundraiser with the Pullman Auto Dealers Association Donation Drive.

Pullman Firefighter's Association — Local firefighter's union hosts a Free Day at the Palouse Discovery Science Center and Fire-fighter Science event.

Whitman County Humane Society — Local humane society hosts annual Mutt Strutt fundraiser.

WSU Performing Arts Humanitas: A department of WSU hosts the World Cultures festival.

Alternative Giving Market of the Palouse — Local nonprofit organization hosts its annual Moscow Giving Market during the month of December.

Palouse Choral Society — Choral society and nonprofit organization hosts Handel's Messiah along with the Palouse Children's Choir.

COMMUNITY INVOLVEMENT AND SPECIAL APPEARANCES

KZFN is hyper-focused on local events, especially when the benefactors are our neighbors, friends, and local families. In an effort to support the culture of service on an individual level, ZFun staff contribute their own time to local nonprofit organizations in fundraising efforts. Here are some of the highlights:

Annually: ZFun air staff Kimberly Dawn volunteers 20 hours per week at the Latah Recovery Center

January: Jeff Miles, ZFun air staff, emceed Roller Derby bouts for both the Rolling Hills Derby Dames and Palouse River Rollers. (10 hours)

January: CJ, ZFun air staff volunteered at PAC CON Palouse as emcee and costume contest judge. (6 hours)

February: Jeff Miles emceed Roller Derby bouts for both the Rolling Hills Derby Dames and Palouse River Rollers. (10 hours)

March: ZFun staffer Steve Shannon was the announcer for the Moscow Mardi Gras Parade, and staffer Jeff Miles (a Mardi Gras board member) was the emcee for the Moscow Mardi Gras entertainment stage at the Kenworthy Performing Arts Center.

March: Jeff Miles emceed Roller Derby bouts for both the Rolling Hills Derby Dames and Palouse River Rollers.

April: CJ & Ben Jamin both helped out with the Strike Out Violence ATVP fundraising event at Zeppoz Casino.

April: Jeff emceed Roller Derby bouts

for both the Rolling Hills Derby Dames and Palouse River Rollers.

April: Steve Shannon was the announcer and emcee for the University of Idaho Relay For Life

May: Jeff Miles emceed Roller Derby bouts for both the Rolling Hills Derby Dames and Palouse River Rollers.

June: Rhiannon and Ben Jamin drove the ZFun wagon in the Genesee Community Day parade.

June: Jeff Miles emceed Roller Derby bouts for both the Rolling Hills Derby Dames and Palouse River Rollers.

August: Ben Jamin helped out, in various capacities, at the Palouse Cup Soccer Tournament.

August: Steve Shannon emceed the National Lentil Festival Grand Parade.

September: Kimberly Dawn was a judge for various entries at the Latah County Fair.

September: Jeff Miles emceed Roller Derby bouts for the Rolling Hills Derby Dames and Palouse River Rollers.

October: Rhiannon and Ben Jamin drove the ZFun wagon in the UI Home coming parade.

October: Jeff Miles emceed roller derby bouts for the Rolling Hills Derby Dames and their in-town rival, the Palouse River Rollers.

December: Steve Shannon emceed Moscow's Light Up the Night holiday parade

December: Steve Shannon co-hosted the live auction at the Palouse Cares Food Drive